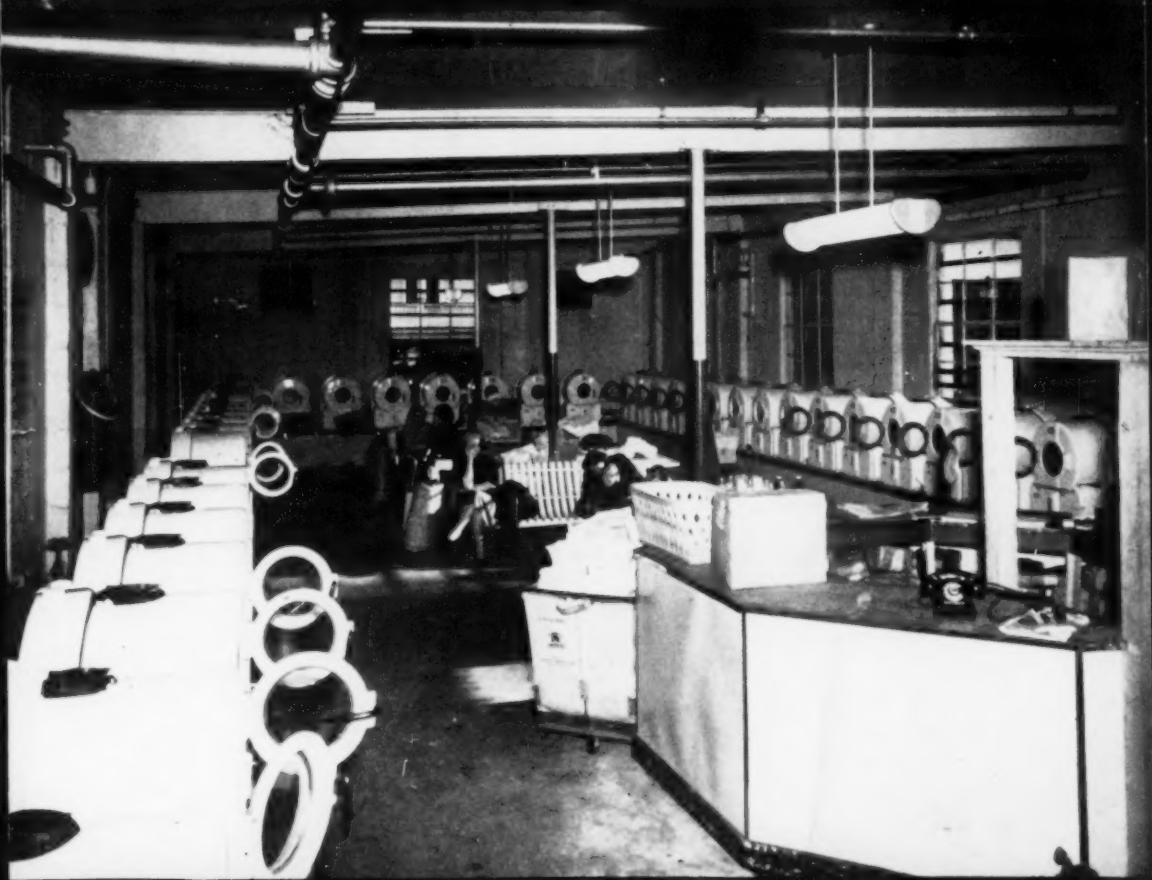
The National CLEANER & DYER

MARCH, 1951



CLEANERS IN SERIOUS MOOD AT [illegible] CONVENTION.....Page 38

CONTROL IN EVERY PHASE OF QUALITY [illegible].....Page 38

HOW TO MONEY FIXED AND VARIABLE EXPENSES.....Page 72

[illegible] MACHINE FOR DRYING [illegible].....Page 90

ABOVE: [illegible] Kennedy, operated by [illegible] Douglas, Proprietor of Charlotte, North Carolina, [illegible] [illegible] for [illegible] and [illegible]

Here's a practical way to reduce your solvent recovery costs

YOU CAN USE your solvent over and over again with minimum waste or loss . . . cutting your solvent costs to the bone . . . when you filter with Hyflo*, the original high-speed filter powder.

Hyflo's high filtering effectiveness is due to its tiny particles—of just the right fineness—that build up an open, porous cake on the filter screen. This Hyflo cake is fine enough to trap out *all* dirt, lint, and other insoluble impurities . . . yet is sufficiently porous to prevent clogging. The sparkling clear solvent flows through freely and at high speed.

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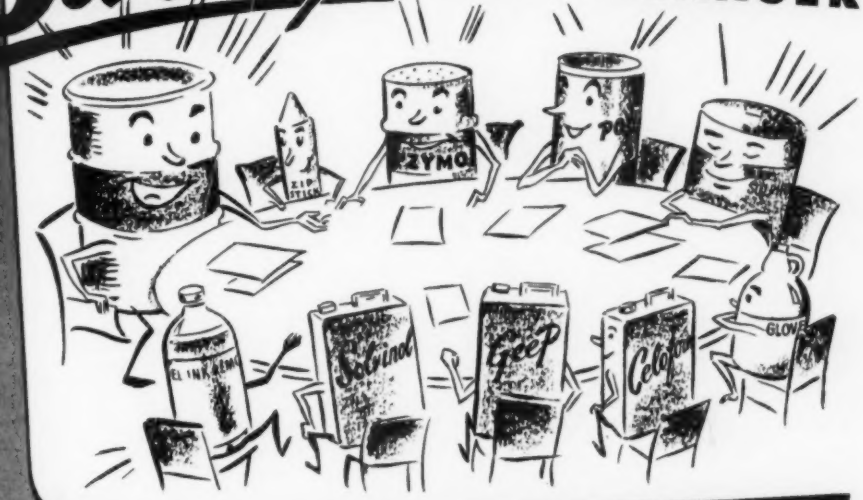

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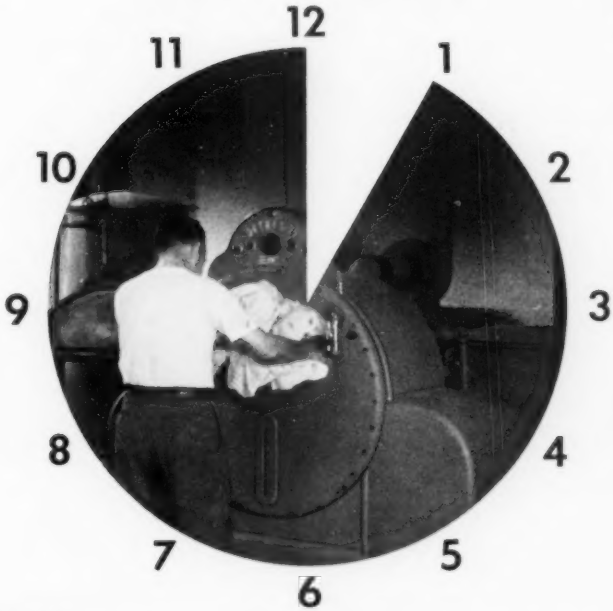
Per Hour



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151

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National CLEANER and DYER

VOL. 42 MARCH, 1951 NO. 3

FREQUENTLY when some allied tradesman has met the editor at six or eight consecutive conventions within the space of two or three months, he asks, "Do you have an office? When do you find time to do your office work?" The secret is the "Managing Editor," a 4'8" gal weighing 80 pounds sopping wet. Correspondents who have been writing *Mister* G. W. Terr, please note.

The reason for her being featured this month is because she's on vacation, and can't censor this story. For, among other things, the managing editor reads final proof, and "puts the book to bed."

MIGHTY MITE

The managing editor is responsible for the smooth operation of the Editorial Department. She is the liaison between editors and the print shop. She does the final editing of the manuscripts, and Galina Terr seldom refers to our Unabridged Webster's Dictionary. Years of experience under two editors of *National Cleaner and Dyer* have made her extremely efficient in running the Editorial Department when the editors are on their frequent and lengthy field trips. Several of the departments in a magazine are her sole responsibility.

An amusing sight is the petite Miss Terr and the 200 pound editor conferring. Particularly since one important task for the managing editor is to keep prodding and reminding the editor that he has such and such to do to meet the next deadline. A delicate task well handled. Particularly when her Rooseveltian cigarette holder begins to jut desperately.

This mighty mite has a bark ten times worse than her bite. She cusses like a trooper, but she won't let any of the boys slip off-color material into the book. To hear her talk you would think she hated the company, the paper, the trade journal business, and everything connected with them. Yet she is the most dependable, conscientious employee you could ask for. When she sounds the bitterest, she's good for the biggest laugh. No one has a more acute wit and sense of humor. These contradictions confuse newcomers to our office, but they find she's a sweetheart when you know her!—W.R.P.

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Saving 60¢ a Gallon

Make $32.40 additional net profit in only a few minutes

Pour 9 gallons of Anolite Anhydrous Emulsifier in a perfectly clean 55-gallon drum. Then add solvent until nearly full.

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It's time we got *working* mad!

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Instead, we'd better use our heads and get *working* mad.

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As things stand today, there is just *one* way to prevent World War III. That is to re-arm—to become strong—and to stay that way!

This calls for better productivity all along the line. Not just in making guns, tanks and planes, but in turning out civilian goods, too.

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We can do this double job if we all work together to turn out more for every hour we work—if we use our ingenuity to step up productivity.

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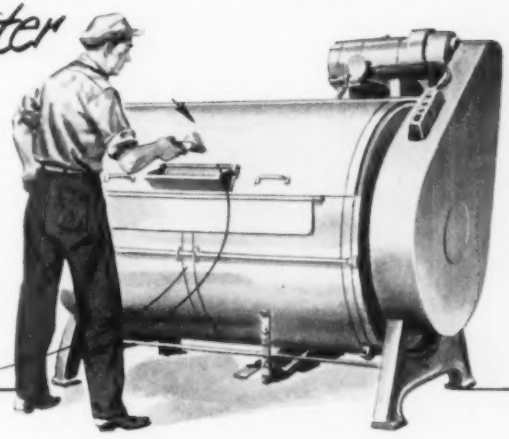

Just pour *Instant* Calgon (in dry form ready for use) right from the container into the wash-wheel! New *Instant* Calgon flows freely as water . . . dissolves completely . . . goes to work instantly at full efficiency.

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Use Calgon* IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS!

for quality laundering . . . wet cleaning . . . rug and upholstery shampooing!

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IN DRY FORM
READY FOR USE

Calgon in Regular Form
FOR PREPARING
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NOW... The New WELDED TUB!

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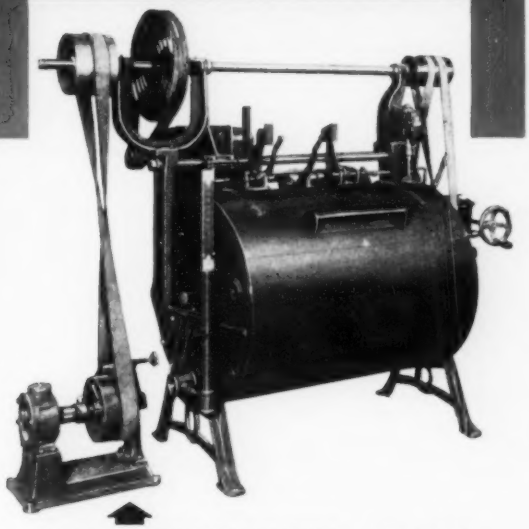

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Many other improved features make the GLOBE Dry Cleaning Washer an exceptional buy per dollar invested. Sturdily built of select grade materials, by skilled craftsmen with many years of experience in building highest quality dry cleaning equipment, the GLOBE Washer will produce customer-winning dry cleaning at low cost, and give many years of dependable service.

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SIZES:-30x24", 30x30", 30x40", 30x48", 36x48" & 36x54" Explosion-Proof Belted Motor Drive, or End Header Belt Drive. 36x48" & 36x54" Elevated Header, Belt Drive.

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LETTERS *to the editor*

Guard Against Goons

Dear Editor:

I've learned a lot since a strange "Union Representative" knocked at Crystal's door. I've learned how courageous Crystal workers are. I've learned what kind of people sometimes hide behind the word "Union." I've learned how vicious men can organize force and brew hatred.

I've learned that it would be possible for *known criminals* to come into Dayton and find a police force *powerless* until *after* the situation is out of hand. Not because they aren't willing to do their duty. The people of Dayton haven't given the Dayton police *the tools to do the job.*

"With a *Criminal Registration Act,*" we're told, "the police could get a line on known trouble makers *before* they make trouble." (A Criminal Registration Act makes it possible for police to tell the difference between legitimate visitors and criminals. It can't hurt *any* innocent person, because it calls only for identification.)

Crystal workers rejected out of town "leadership," but they're still here. The situation has "cooled off" at our plant—but when the lead pipes and brickbats first appeared it was touch-and-go. We have no proof that our visitors from Chicago are permanently discouraged. Other plants or other industries may be next.

The City Commission can solve this registration problem in jig time—can give the police the power to *register known criminals* from out of town. All they have to do is pass such an ordinance.

But they may never do that until a half a hundred other responsible Daytonians call the city manager or one of our commissioners and say, "Wouldn't such a law make sense?"

We are doing that in Dayton. We thought plant-owners in other cities might like to hear about it.

MARTIN W. SCHRYVER

Dayton, Ohio *Crystal Laundry & Dry Cleaning Co.*

Aftermath And A Pat

Dear Editor:

My letter last month about a Criminal Registration Act certainly brought a magnificent response! But one friend said, "Martin, folks are quick to push public officials they think are slow, but don't give pats on the back when they should."

On December 14, a case in Municipal Court concerned only Crystal Laundry and four girls who had broken windows in our trucks. But it had overtones that affect all Daytonians.

For instance, we don't believe these girls became law-breakers on their own hook. Our troubles are clearly traceable to out-of-town characters who are "directing" their activities. It's been reported, for example, that the girls were definitely assured that "Dayton courts won't touch you for this."

So the four broke windows, swung lead pipes and hammers . . . among other things. They were arrested and the case came before Judge Paul Sherer.

Judge Sherer faced a problem! He was naturally reluctant to punish heretofore law-abiding girls for acts of violence; still he couldn't let folks make a plaything of the courts.

He fined them, sentenced them to three months in the workhouse, then suspended all of the time but one day. He went easy on the misguided girls, yet served notice to goons that Dayton courts were operating.

That action deserved a pat on the back. Naturally, after the conversation mentioned above, I sent Judge Sherer a note saying so. But court cases that don't involve murders are sometimes lost in the shuffle . . . so I'd like to bring it to your attention. You might want to write the judge and say, "I've heard about the Crystal case . . . and I think you used good judgment."

MARTIN W. SCHRYVER

Dayton, Ohio *Crystal Laundry & Dry Cleaning Co.*

Long-Established Firm Writes "Finis"

Dear Editor:

The following announcement was sent to our customers several weeks before we closed our doors. Your readers may be interested in our reasons for taking this step, as explained in the announcement:

"This is the last week in which The Crawford Laundry will make collections of laundry and drycleaning for reprocessing and the purpose of this announcement is to give you time in which to make other arrangements for this service. Work now on hand and work picked up this week will be delivered during the week ending December 2nd, when all normal operations here will cease. Our main office will be open for some time for the settlement of accounts and for other transactions necessary to a termination of the Company's affairs. The customer list and Good Will of this business have not been sold or transferred to any other laundries or drycleaners nor does the management of this Company make any recommendations of such. Therefore, any representation to the contrary which may be made to you will be false.

"It is with deep regret that we make this decision. Our Company has dealt with the families and institutions of Bridgeport and vicinity since 1888 and many of them have loyally accorded us their favor and patronage for a generation or more, which fact we gratefully acknowledge. However, the continual upward spiral of wages and other costs has resulted in progressively unsatisfactory returns. A point has been reached at which further increases in our prices to customers produce less business transacted. Any attempt to meet this situation by improved internal efficiency and economy will require a very substantial capital expenditure and, with the trend of government-sponsored labor policies, government regulation and taxation already established, such an investment is decidedly unattractive.

"By order of the Board of Directors"

"A. JAMES CRAWFORD, *President*"

The Crawford Laundry Company

Bridgeport, Connecticut

HOW CLEAN CAN YOU GET A GARMENT?

The GROSS MODEL A Pressure FILTER

The GROSS Vacuum STILL

And how much can you make at it?

It all depends on your solvent, doesn't it?

It depends on whether your solvent is redepositing grime and grease on the garment . . . it depends on whether resoiled garments cause unnecessary spotting, production stoppages, solvent wastage. . . .

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Suppose you could have a vacuum still that removed all fatty acids, all impurities suspended and miscible with the solvent, that removes all heavy oils and odors . . . that used a minimum of steam in distillation, a minimum of water in recovery. . . .

Suppose you could have such a filter and such a still—that practically operated and cleaned themselves . . . that reduced the underground storage and expensive inventory of solvent, that delivered crystal clear clean, dry, odorless, water-white, brilliant solvent in an uninterrupted cycle. . . .

You could clean garments—and you could turn GROSS into NET!

Write, wire or phone—we'll tell you all about them!

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Send for advance proofs of series showing 4 ways you will gain by "Digesting before Wet Cleaning."

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PLUS FULL YOKES
(Eliminates a separate yoke press)

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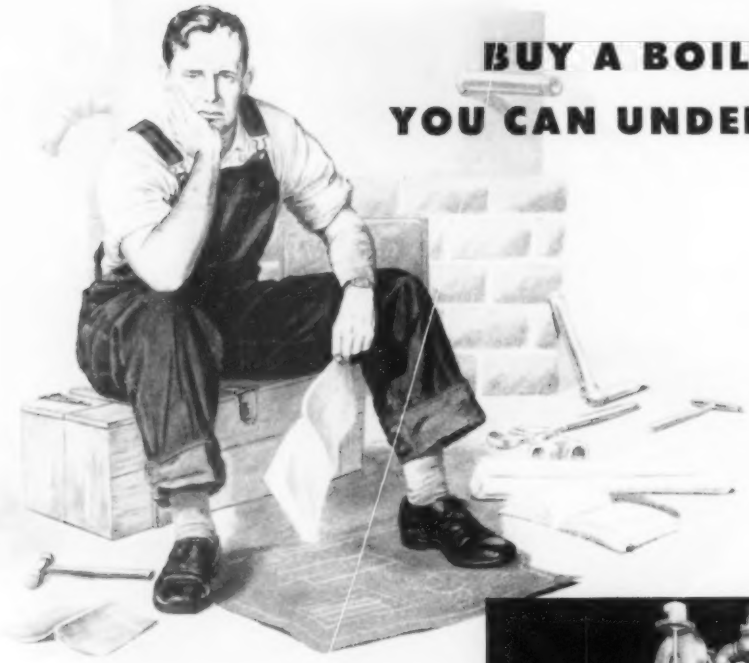

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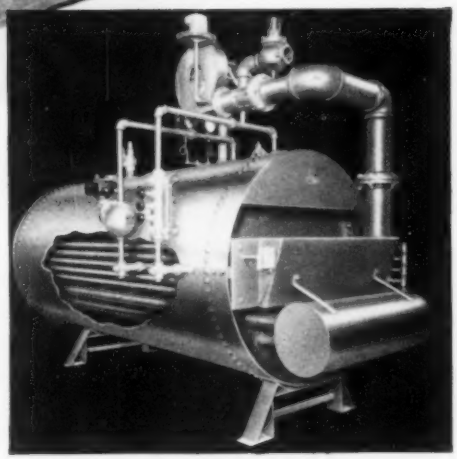

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- **Continuous temperature control.**
- **Positive fumigation.**
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- **Filtered ventilation.**
- **Approved by Underwriters' Laboratory.**

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There is a Haertel unit to meet every fur storage need and capacity.

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

Send us description and cost information concerning Vaultmaster.

Send us free copy of new Fur Storage Insurance requirements booklet.

Firm: _____ By: _____

Street: _____

City _____ Zone _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SIGNS of the times

DEFENSE DATA:

Feinberg Heads Service Trades Branch: The Office of Price Stabilization has named Max Feinberg, for the past three years general counsel of the National Institute of Cleaning and Dyeing, director of the Service Trades Price Branch of the ESA. Mr. Feinberg served in a similar capacity during World War II, and has been an active member of the National Planning Committee.

Ceiling Price Regulations: Drycleaning, laundry and related services are all subject to the so-called price "freeze." The ceiling price is fixed at the highest price at which a service was delivered during the base period December 19, 1950, to January 25, 1951. If the service was not delivered, the ceiling is the price at which it was offered during the base period. A service is considered to have been delivered or supplied if it was completed or in process during the base period.

If a retailer (and presumably a service business) sold at different prices to different customers (such as teachers, employees, etc.) or under different conditions of sale (cash or charge) the lower prices or discounts must be continued.

The ceiling price for a new service not offered during the base period must be that of the most closely competitive seller of the same class selling the same service to the same class of purchaser. Before offering a new service, the plantowner must prepare a report giving name, address and type of business of closest competitive seller, why he selected that seller, customary price differentials, proposed ceiling price and a description of the most comparable service delivered during the base period, showing present direct labor and materials costs and their ceiling prices. Records covering these points must be maintained. The new service may be sold as soon as the record has been prepared and the report mailed to the Director of Price Stabilization, Washington 25, D. C.

Records that must be maintained include prices charged for services delivered or offered during the base period, including all special services and special charges; ceiling prices and price differentials during the base period; current records (to be kept for two years) showing prices; records showing basis of determining prices of new services; sales slips and receipts if customarily given or if a customer asks for one.

Sales or similar taxes may be collected separately from the selling price if they customarily were. Taxes imposed after January 26, 1951, may be collected separately from the ceiling price if the tax law does not prohibit it.

Wage Controls: General wage controls, which apply to the service industries, are also fixed at the date of January 25, 1951. The entire subject of wage controls is still under consideration, and while undoubtedly some relaxations and exceptions will be permitted, at this writing they are still in the field of speculation.

Commercial Building Ban: All new commercial construction, including drycleaning and laundry plants, will require licensing by the National Production Authority. Construction started before midnight of January 13 can be completed without a permit and maintenance and repairs of existing structures are also permitted. Additions or extensions or substantial alterations require authorization. Construction jobs totaling less than $5,000 over a 12-month period are permitted.

Application form NPAF-24 for commercial construction is available through regional and district offices of the Commerce Department, and at headquarters of the NPA Construction Controls Division, 801 E St., N.W., Washington, D. C.

Regional Offices Announced: The Economic Stabilization Agency has named temporary administrators for 13 regional offices in charge of price and wage controls. Following are the names and addresses:

Region 1. Larry Bresnahan, 141 Milk St., Boston, Mass. (Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, Vermont.)

Region 2. Carl Malstron, 2 Park Ave., New York City. (New York and New Jersey.)

Region 3. Maynard M. Small, Commercial Trust Building, 15th and Market Sts., Philadelphia, Pa. (Pennsylvania and Delaware.)

Region 4. Daryl D. Johns, 900 N. Lombardy St., Richmond, Va. (Virginia, West Virginia, Maryland, North Carolina.)

Region 5. John Slaton, Jr., Silvey Building, 114 Marietta St., Atlanta, Ga. (Georgia, Florida, Alabama, Mississippi, Tennessee, South Carolina.)

Region 6. John B. Cummins, 1901 E. 13th St., Cleveland, Ohio. (Ohio, Michigan, Kentucky.)

Region 7. Charles Payton, Court House Building, 219 S. Clark St., Chicago, Ill. (Illinois, Indiana, Wisconsin.)

Region 8. Milton Houghton, Northwestern National Bank Building, 620 Marquette, Minneapolis, Minn. (Minnesota, Montana, North and South Dakota.)

Region 9. Fred C. Horan, New England Building, 112 Ninth St., Kansas City, Mo. (Missouri, Kansas, Iowa, Nebraska.)

Region 10. Tom Rayburn, Fisher Building, 3306 Main St., Dallas, Texas. (Texas, Oklahoma, Arkansas, Louisiana.)

Region 11. Roy A. Fitzsimonds, Central Building, 15th and Arapahoe Sts., Denver, Colo. (Colorado, New Mexico, Utah, Wyoming.)

Region 12. John R. Dille, 1000 Geary St., San Francisco, Cal. (California, Nevada, Arizona.)

Region 13. Earle Seales, National Bank of Commerce Building, 1110 Second Ave., Seattle, Wash. (Washington, Oregon, Idaho.)

Defense Emergency Committees: The Laundry and Cleaners Allied Trades Association has named defense emergency supply committees to act primarily in an advisory capacity to the National Planning Committee of the Textile Maintenance Industries.

Manpower Outlook: Officials of the Office of Defense Manpower predict that the full impact of the emergency mobilization will be felt on the labor market by midsummer of 1951. It is expected that the service

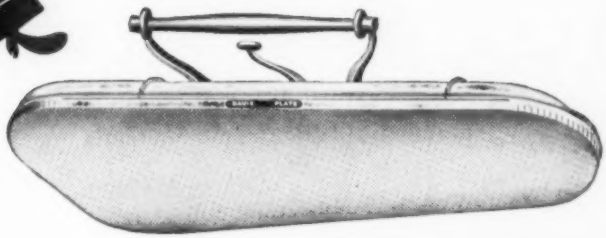
Your Customers are your best advertisements

when you press their garments "like new"

with DAVIS

fabric-renewing

PRESS PLATES



The burred surface restores the original mill finish to the cloth

Your customer's pride in his appearance reflects itself in your cash register. Press his garments to look like new and he'll come back for more, bringing his friends with him. All it takes is a good press and a Davis fabric-renewing Press Plate. The secret is in the patented burred surface of the plate, which lifts the nap as it presses, and preserves the fine tailoring in the garment to show off the fabric to best advantage.

Your customer's good will is not the only way in which you profit when you use Davis Press Plates, because the faster-heating, faster-drying aluminum presses more garments per operator per hour, quickly repaying in increased production alone the low cost of the plate. Switch to Davis fabric-renewing Press Plates today—it pays!

Hoffman XC05, 07, Pantex 45, New York 42 and other 36″ to 46″ models..$14.85
Mushroom..$11 47″ to 54″..$19.25

Order from your supplier today

Davis SPECIALTIES, INC.

Manufacturers • Chicago 24

When writing to advertisers please mention The NATIONAL CLEANER & DYER

trades will be among the first to be affected as their labor supply turns to better paying defense jobs.

# #

Public Service by Drycleaners: Three delivery trucks have been made available as emergency ambulances by Al Phillips, The Cleaner, of Pasco, Washington. The trucks have been equipped with four folding-type bunks each, which during delivery are folded up in the vehicles. Each truck has been equipped with a first-aid kit, and first-aid is being studied by the three drivers and John C. Yocum, manager of the plant.

Denys Slater, president of the Fishburn Dyeing & Cleaning Company of Dallas, Texas, has been appointed chairman of the 1951 Dallas County Red Cross Fund campaign. Mr. Slater has been active in many other civic activities as well as trade association affairs.

The Portland-Multnomah County (Oregon) chapter of the Red Cross has appointed Al Rawlinson, operator of the Rawlinson Cleaning & Dyeing Company at Portland, as chairman of the 1951 fund campaign. Mr. Rawlinson is also active in industry associations.

Among donors of prizes distributed at a party for the Logan County (Illinois) March of Dimes fund were French & Sons Cleaners and Gossett Cleaners.

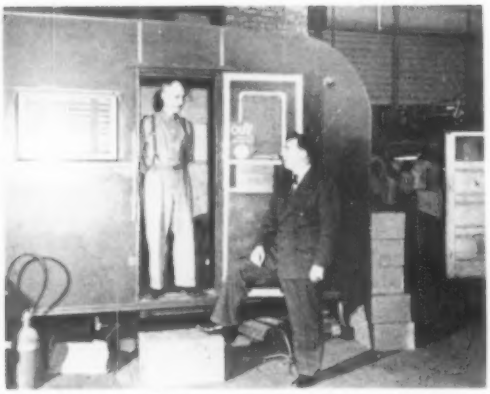
Empire Cleaners and Bennington Bell Laundry of Bennington, Vermont, contributed free cleaning of all stuffed toys which were donated by various groups for distribution at Christmas time.

# #

Fur Editor Lectures Students: On January 9 and 16 about 120 students of the Tobé-Coburn School for Fashion Careers, New York City, heard a lecture on furs by David G. Kaplan, fur editor of THE NATIONAL CLEANER & DYER. Making a return appearance as a guest lecturer, Mr. Kaplan used various furs to illustrate his talk on fur garment construction, manufacturing problems and other aspects of interest from the fashion merchandising viewpoint.

The Tobé-Coburn School, which prepares young women for careers as merchandisers, executives, writers, editors and other positions in the fashion field, presents talks by leading experts in specific fashion fields as part of the regular course of instruction.

# #



TRAILER IN PLANT GARAGE is home of Fred Gutler, chief engineer for over 20 years at O'Connor's Cleaners & Furriers, River Forest, Ill. Trailer replaced apartment in building torn down to expand plant; solves "getting to work" problem. Mr. Gutler is shown with Roger O'Connor (right), who operates firm with father John O'Connor. At right are fire door and beginning of drivers' delivery racks

Routeman Lands Movie Role: One successful way of getting into a film studio was discovered by Walter Morrison, an unemployed actor who worked for a year delivering for the Coronet Dry Cleaning and Laundry of Hollywood. While delivering a bundle he was no-

WALTER MORRISON STEPS from route truck to movie role

ticed by Clarence Greene, a writer-producer, who found out that his routeman had been a professional actor in New York.

Coronet had to find a new routeman, and Walter Morrison was signed for a role in "Deep Is the Well," on which Mr. Greene was about to launch production. A native of Evansville, Indiana, Mr. Morrison had studied acting in New York, served in the Army and appeared in several Broadway plays before his Hollywood adventure.

# #

Zoning Restriction Removed: The Zoning Commission of the District of Columbia has removed a regulation requiring that small drycleaning plants be located at least 75 feet from residential zones or existing homes. The commission ruled that cleaning plants employing less than five persons may be permitted anywhere in first commercial zones.

The ruling was recommended in a report of the Zoning Advisory Council, following controversy between the industry and the Bureau of Public Health. The report indicated that cleaning operations are not injurious to public health, but that health conditions within most of the plants could be improved, and that health regulations should be imposed in addition to zoning controls.

# #

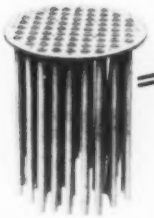
Rhode Island Board Named: The personnel of a board which will hold hearings and make recommendations on minimum wages in the drycleaning and laundry industries in Rhode Island has been announced. Nine members, three each representing employers, employees and the public, have been named by State Labor Director Arthur W. Devine. Plantowners on the board are John S. Cumming, Jr., vice president of Colonial Laundries, Inc., Pawtucket, and Hennessey Laundry, Providence; Leslie Cooke, Warwick Cleaners, Apponaug, and Francis Kennedy, Central Linen Service, Providence.

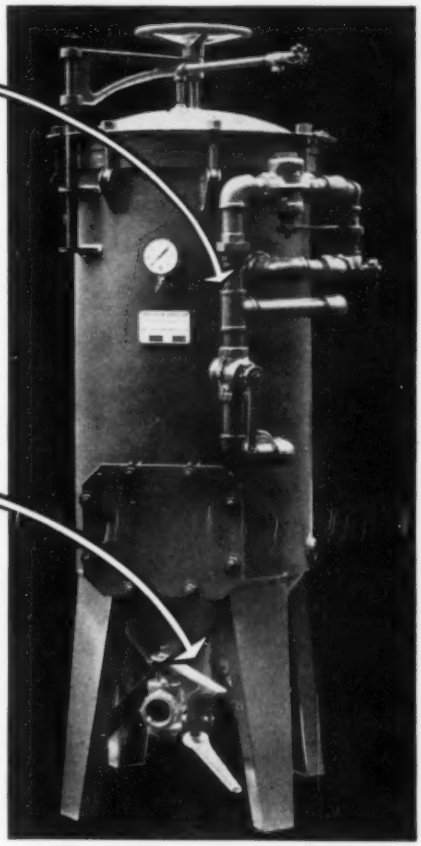
# #

Hangers Again: The industry is beginning to feel again the hanger shortage that had plantowners all over the country exercising their ingenuity to inspire returns during World War II. An offer of a "super" yo-yo in exchange for each 100 wire hangers brought in few hangers to Jerry Leeds of New Emerald Cleaners of Mt. Prospect, Illinois. Sanders Dry Cleaners ran a Hanger Salvage Contest for children of Franklin, New Hampshire, offering prizes of a bicycle, ice skates and roller skates. Results have not yet been reported.

HERE'S WHY - OLSON FILTERS
SAVE SOLVENT, TIME AND MONEY!

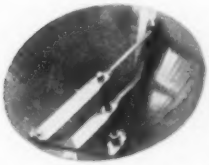
There are two main considerations in choosing a Filter . . . filtering efficiency and ease of operation. The OLSON filters have reached the optimum in both directions . . . thanks to the features shown below. Compare the OLSON with ANY OTHER, and you'll see why OLSON has become the favorite for new installations, modernizations and plant expansions.





BLIND PROOF, UP FLOW TUBULAR FILTER SCREENS

These tubular metal screens offer the largest possible screen area . . . thus increasing filtration rate WITHOUT the forcing that could cause inefficient filtration. The tubes are SUSPENDED in the filter and the FLOW is UP, thereby eliminating all projections and manifolds that collect dirt and sludge. The screens are specially constructed for BACKWASH cleaning . . a faster, more efficient and easier method because there is no dismantling or scraping to do.



EXCLUSIVE CONE-TYPE SLUDGE REMOVER

Cleaning an OLSON filter is really a pleasant surprise. The old way of shutting down, dismantling, scraping, shoveling and just plain hard, dirty work is completely eliminated. The OLSON way is easy, clean and fast. Just set the valves to BACKWASH position, and agitate the special scraper to loosen the mud as it is forced out the cone. This quick, easy method takes but a couple of minutes a day . . . yet it completely eliminates the need for shutting down and dismantling as in older styles of filters.

OLSON filters range in size from 1,000 to 10,000 gallons per hour. Write today for literature and full details on OLSON filters and stills. There is never any obligation.

OLSON

OLSON FILTRATION ENGINEERS, INC.
The oldest name in Dry Cleaning Filtration
1624 N. KILBOURN CHICAGO 39, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NEW!

BLENDSOL

AMERICA'S FAVORITE FILTER SOAP

- ★ Builds No Filter Pressure.
- ★ Leaves No Trace Of Soap Odor.
- ★ Produces Perfect Dispersion Of Water In Washer Solvent.
- ★ Requires Only Nominal Amounts Of Sweetener Powder For Complete Removal From Filtered Solvent.

R. R. STREET & CO., INC., 561 W. MONROE ST., CHICAGO 6

Only 1 cleaner out of 3

knows the secret of a profitable, trouble-free DYEING SERVICE

DO YOU?

Are you in the "2-out-of-3" class of cleaners who haven't yet found a really satisfying dyework source? Then it's time you tried TRU COLOR... time you became the *1 out of 3* who sells dyeing with confidence and profit.

For instance: is *shrinkage* your headache? TRU COLOR overcomes this problem with a shrinkage inhibitor for wools...and with controlled temperatures in every step of the operation—from dyebath to dryer.

Maybe you want *quicker service*? TRU COLOR ships every order—in busy season and slow—within *two to three days* of its receipt.

How about *wrinkles*? TRU COLOR wind-whips every garment...reshapes trousers on a pants-former...uses a system of slow air-drying—all to make dyework finishing easy as apple-pie.

Finally, when it comes to *seams and linings* that fray out in the dyeing process, TRU COLOR mends them for you at no extra charge.

Best of all, it costs no more to use TRU COLOR—the nationally advertised service with the *money-back guarantee*. So start now to be the *1 cleaner out of 3* who is happy with dyework...just hand your next order to TRU COLOR.

It's nationally advertised to 5,951,913 women...

Tru Color PROCESS DYEING

has to be good!

CASH IN

on TRU COLOR quality...
on TRU COLOR national advertising

FILL IN COUPON and MAIL TODAY

Tru Color DYE WORKS

America's Great Mail-Order Dye House

8000 Cooper Avenue, Brooklyn 27, New York

Member:

- GARMENT DYERS GUILD OF AMERICA
- NATIONAL INSTITUTE OF CLEANING & DYEING
- NEIGHBORHOOD CLEANERS ASSOCIATION

TRU COLOR DYE WORKS
8000 Cooper Avenue,
Brooklyn 27, New York

QUICK! Rush us FREE "Profit-Making Kit," containing everything we need to use TRU COLOR DYEING SERVICE . . . also details of the 3 SALES DISPLAY AIDS we can get to tie-in with your advertising.

NAME _____

FIRM _____

ADDRESS _____

_____

BUSINESS BUILDERS

Year-Round Storage Promotion

A FUR STORAGE advertising campaign which fills a 1000-coat vault every year and costs only $400 is a good deal. Peerless Cleaners of Abilene, Texas, has used this same advertising campaign for a number of years, and the vault is filled every season with an average revenue of $6.50 per coat.

STORAGE PROMOTION MATERIAL shown by owner Elmer Rogers of Peerless Cleaners, Abilene, Texas

Through the year paper envelopes are used on all hangers. These envelope covers carry the name of the cleaner, with plenty of blank space for colored stickers, and state that every coat stored is insured for the declared value the entire time it is in possession of Peerless.

Blotters coming in 5 colors are given out each month of the year. These blotters carry a monthly calendar and advertise the fur storage service. Several thousand are sent out each year, at a cost of $35 per 1,000. Also, small folders on fur storage are placed in the pockets of garments cleaned.

Seasonal advertising begins the first week in April with two daily radio spots. This is continued for two weeks, or until coat receipts are sufficiently high to guarantee a full vault. Sometimes the radio announcements have been run for 30 days.

If April is cold, as it often is in Abilene, the spots are used on alternate days and the time is doubled. On the first warm April day Peerless uses a large newspaper display advertisement.

This advertisement is repeated on several warm days. "The warmer the better," Mr. Rogers says. "It is useless to advertise heavily for fur coats when the weather is cold. We have tried this a number of times and with very little direct result, but let a good warm April day roll around and we can bring in the coats with a quarter-page display."

With this advertising campaign Peerless is able to hold promotion cost on the fur storage department to around 6 percent of the income.

Mistaken Calendar

LIKELY to attract repeated attention is the 1951 calendar distributed by the Sunshine Laundry and Cleaners of Columbia, South Carolina. Charlie Stork and Lloyd Hamiter tell us that they have been able to find 70 mistakes in the picture of an old country store which appears in four colors on the top of the calendar. They have been assured by the firm printing the calendar that there are at least twice that many mistakes.

Anyone who may not be particularly interested at the moment in laundry or in grocery stores still can be intrigued into finding some of the errors. After that it's like eating peanuts—you can't stop hunting for them.

The calendar measures about 9 inches square and the page for each month turns up under the picture as a month is completed. The back of each page contains information for the housewife on the care of garments. The first one is entitled, intriguingly enough, "When to pick hubby's pocket," and warns housewives to remove the contents of their husband's pockets (and their own) before sending cleaning to a drycleaner.

The NICD is given full credit for contributing information that is used.

But as for that picture, we intend to keep our copy over the bed to while away the sleepless nights.

Sign of the Time

SIGN PAINTED ON SIDE of Ingram's Dry Cleaning Company plant at Mishawaka, Indiana, effectively uses clock to sell quick service

SAVE ON SOLVENT . . .

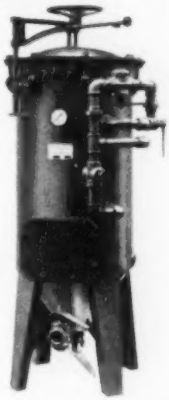
SPEED UP PRODUCTION WITH

TROY

"BUSINESS BUILDERS"

ELECTROCLENE WASHERS

Install streamlined new Electroclene Washers to improve the appearance of your plant . . . save solvent . . . and get increased production. All operating parts of Electroclene Washers are fully enclosed, yet readily accessible. Easy to lubricate. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64". Motor-driven and belt-driven models.



TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS (not illustrated)

Heater and pre-heater coils are removable for easy inspection and cleaning. Sturdily constructed, easy to install and operate.

ATLAS DRYCLEANING EXTRACTORS

Recover more solvent . . . get better quality drycleaning in less time and at lower cost. Patented "Center-slung" design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters. Slower speeds for "system license" cleaners.

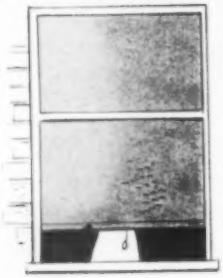
WRITE FOR FREE TROY BULLETINS — Bulletins available on all Troy drycleaning equipment, including Troy-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses. Complete with illustrations and operating details.

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS

Don't get "taken" on a



"BLIND DATE"

Insist on the genuine U.S. Patented

ARROW SPONGE PADS*

Why take a chance on unknown imitations when you can "date the real thing"

Buying foam rubber sponge pads that are *supposedly* good as genuine Arrow Sponge Pads may prove to be as disappointing to you as our "Casanova's" blind date is to him. Insist on the one and only Arrow Sponge Pad that lasts longer, passes steam and vacuum instantly, and gives better pressing results on any garment. These and other proven features are the reasons for Arrow's continuing and ever growing popularity.

*Reg. U. S. Patent Office

Patent No. 2482412

ORDER FROM YOUR JOBBER

ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

STOP "SPOTTER'S HANGOVER"

with this odorless oil, paint and grease remover

Headaches or nausea caused by strong smelling spotting compounds are no fun ...You can do your spotter a real favor by changing to *new* Erusto Oil, Paint & Grease Remover, a spotting compound that is *odorless*. That feature alone makes this product worth looking into BUT...

Just look at all these advantages you get with ERUSTO Oil, Paint & Grease Remover!

1. Holds loosened stains in suspension —prevents redeposition
2. Will not break down cleaning soaps
3. Entirely soluble in all petroleum or synthetic solvents
4. Contains no excess fatty acids, free alkali or chloroform
5. Completely removable in the filter when sweetener powder is used
6. Safe to all present-day fabrics

Here are three more advantages of ERUSTO OIL, PAINT & GREASE REMOVER

1. Speeds Up Spotting . . . lets you work more spots on the wet side. Few, if any, spotting compounds are so soluble in water as Erusto Oil, Paint & Grease Remover. If not rinsed immediately in dry solvent, most spotters tend to ring or spot the fabric. Erusto is soluble with water in any proportion . . . rinses out freely on the wet side, leaving no ring or stain to necessitate re-cleaning.

2. Really Takes Out Spots . . . quickly removes stains caused by oil, paint, grease, waxes, glue, marking inks, varnish, lacquer, nail polish, lipstick and many others . . . holds the particles in suspension to prevent redeposition.

3. Backed by years of experience. It's a product of Pennsalt, makers of Erusticator$_8$, a favorite rust remover for over 35 years.

Erusto Oil, Paint & Grease Remover is safe to fabrics, including present-day synthetics. Contains no excess fatty acids, no agents which react to break down dry cleaning soaps, no free alkali. It is completely removable in the filter when activated powder is used, may be used just as readily on the dry side as the wet.

Complete information on the characteristics and use of Erusto$_8$ Oil, Paint & Grease Remover is yours for the asking. Just fill in and mail the coupon below.

PENN SALT

Dry cleaning and laundry products

Pensal
Perchloron
Penozone
Erustocide
Erusto Salts
Erusto Blues
Quaker Blue
Erustolin
Erustosol
Erusto Filter Soap
Energex
Erusto Synthetic Solvent Soap
Erusto-Cetic
Erusto Oil, Paint and Grease Remover
Erusto Dry Spotter
Erusto Wet Cleaning Soap
Erusto Pre-Spotter
Erusticator
Erustolax
Ferocator Salts

(Trade Marks Reg. U. S. Pat. Off.)

ALSO:

Penbrite
Sparkette
Thriftex

PROGRESSIVE CHEMISTRY FOR OVER A CENTURY

Mail this coupon for valuable free booklet!

Laundry & Dry Cleaning Department,
Pennsylvania Salt Mfg. Co.,
2039 Widener Building, Philadelphia 7, Pa.

Dear Sirs:
Please send me a free copy of Service Bulletin No. 18, "How to Use Spotters Efficiently."

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

DRY CLEANING HELPS

Steam spotting makes all spotters more active on colors. Therefore only dilute solutions of spotters should be used —and more precautions taken—when spotters are to be used with a steam gun.

"Fuel Savings on our New Boiler Will Pay For It in a Short Time"

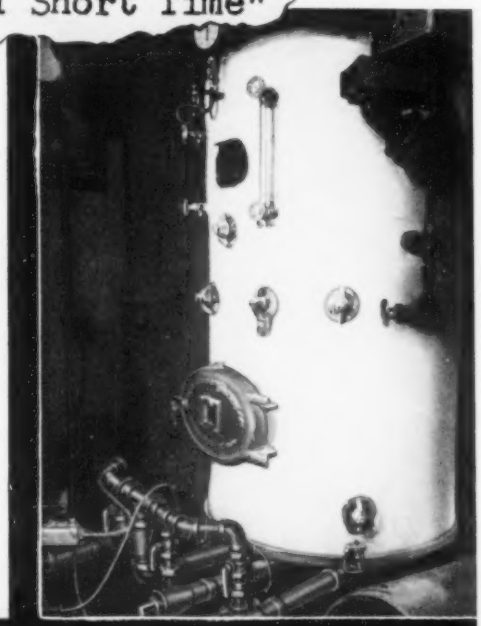
Chicago Dry Cleaner says about

McKEE AUTOMATIC

STEAMBOILERPLANT

Read his letter telling some of McKee "STEAMBOILERPLANT'S" advantages for you

- Supplies Continuous Steam ☆
- Takes Little Time or Expense to Maintain ☆
- Occupies Little Floor Space ☆
- Saves Money on Fuel and Operating Cost ☆



THE DE LUXE CLEANERS & TAILORS
1761 Wilson Avenue
Chicago, Illinois

May 17, 1949

Eclipse Fuel Engineering Co.
Rockford, Illinois

Gentlemen:

We wish to inform you that we like the gas-fired boiler which you sold us because it is very economical to run and requires very little maintenance.

The fuel savings on using this boiler over our former oil-fired boiler will pay for the new boiler in a short time. Also because it is completely automatic, we do not have the trouble of running down to the basement to check on the boiler.

You have my permission to use this letter for advertising purposes.

Yours very truly,

THE DE LUXE CLEANERS & TAILORS

J. E. Milligan

Write for Descriptive Bulletin

REPRESENTATIVES IN ALL PRINCIPAL CITIES

Eclipse Fuel Engineering Company
605 South Main Street, Rockford, Illinois

McKee Eclipse

THE MOST COMPLETE LINE OF GAS-FIRED INDUSTRIAL EQUIPMENT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THIS MAN is preparing to remove extracted garments from a WASHEX Dry cleaning Machine

COMBINATION WASHER-EXTRACTOR

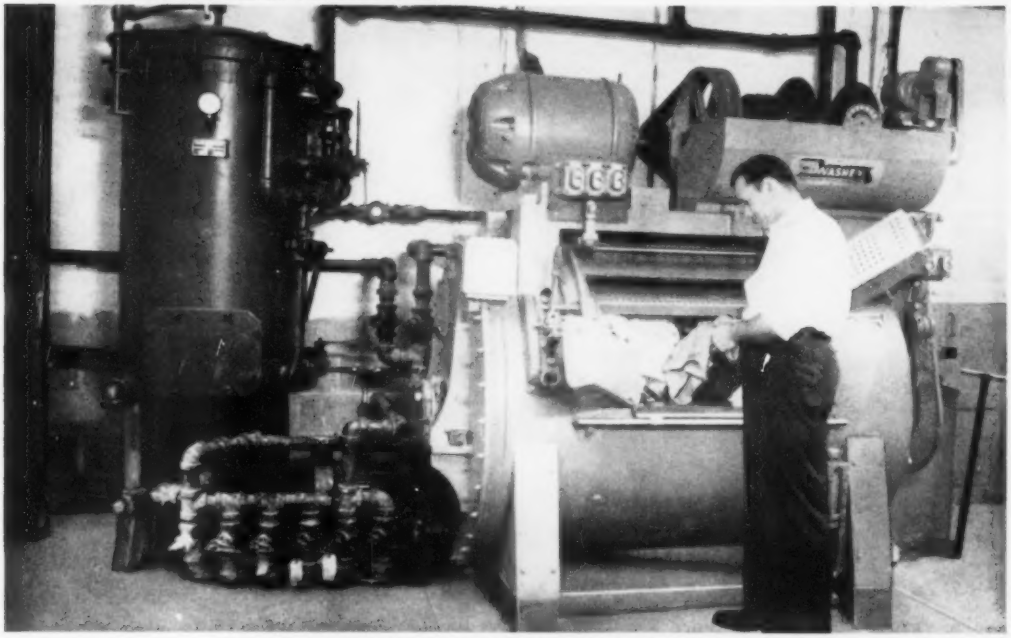


Photo at Windsor Cleaners, Newark, N. J. showing 200 lb. Washex unit

He has not used: (1) clumsy drain boards

(2) unhandy drain Trucks *(3) a time-consuming extractor

(4) nor handled heavy solvent soaked garments

*WASHEX CLEANS AND EXTRACTS IN THE **SAME** MACHINE

Write for FREE WASHEX BOOKLET-A
describing
SIZES 100 TO 500 LB. CAPACITIES

WASHEX
COMBINATION WASHER-EXTRACTOR
TRADEMARK

the proven washer-extractor

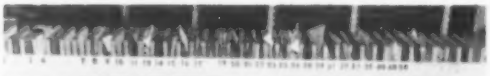
FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.
192 BANKER ST. BROOKLYN 22, N. Y. EVERGREEN 9-6154

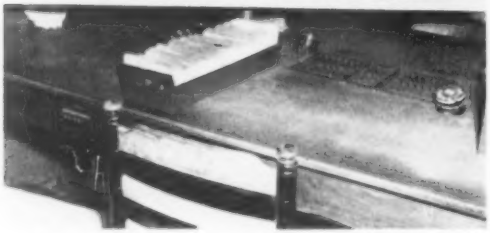
When writing to advertisers please mention The NATIONAL CLEANER & DYER

GADGETS and gimmicks

Rack for Drivers' Slips

A PROBLEM occurring in a plant with many routes was solved by Lloyd Bensinger of Kraus Cleaners in Memphis, Tennessee. He had four operators handling incoming calls and rather than make two sets of slots for each driver, he created the turntable device illustrated here.





If the girl sitting in the chair in the foreground had a call ticket for Route 4, she pushed the right end of the rack away from her and inserted the ticket in slot No. 4. If the girl on the other side wanted slot No. 45, she hit the left end of the rack, swinging the slot toward her, and put her ticket in there.

Belt Control

THERE are almost as many ways of trying to keep track of belts as there are cleaning plants in the country. Yorgey's Cleansers and Dyers in Reading, Pennsylvania, has a day's quota done at one time. The belts reach the assembly area well ahead of the lots they belong with and are separated into lots by the partitioned table illustrated here.

PARTITIONED TABLE at right is for sorting belts by lots. Invoices and belts are clipped together and hung by separate lots

The invoices are grouped according to lots, so the belts are matched with the respective invoices one lot at a time. Every invoice that calls for a belt is held with a clip to a small hanger on which the belt is hung. Therefore, extra belts or extra invoices after the matching call for an immediate investigation.

These little hanger-clip gadgets are then suspended from heavy gauge wire frames by light wire hooks. All the belts from one lot go on a specific frame, which immediately narrows the search to a few pieces.

Blowing Pockets

IN the Sunshine Laundry of Rocky Mount, North Carolina, plant superintendent Earl Zirkle is returning pockets of wetcleaned pants by blowing them back with an air gun instead of poking them back by hand.

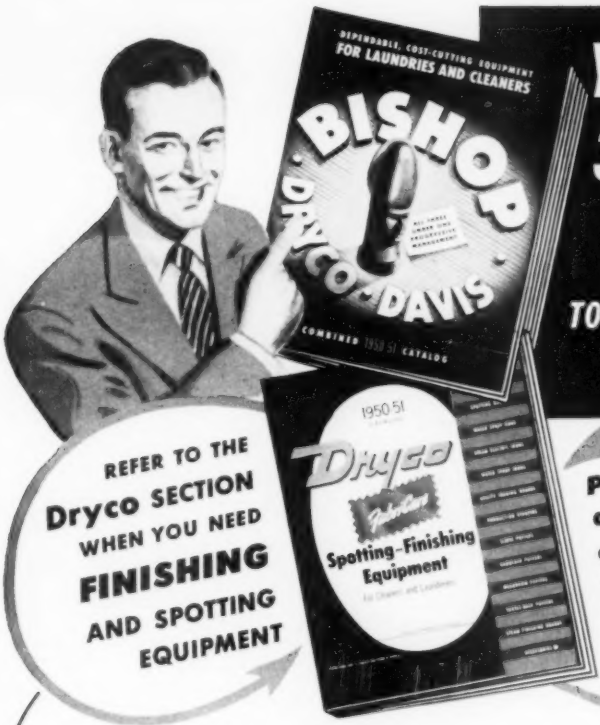
He finds that the blast from the air gun is fully effective in squaring the corners of the pockets as well or better than can be done by hand. The finishers have to do hardly any adjusting of the pockets.

Shot in the Zipper

OF all the situations that may irritate the customer, there are few as provoking—and as unnecessary—as a slide fastener that refuses to move after cleaning. The problem of the reluctant zipper is handled at Arthur Jackson Cleaning in Bronxville, New York, by using a hypodermic needle to apply a petroleum-jelly lubricant.

The assembly girl inserts the needle into one side of the mouth of the slide fastener lock. A thin thread of the lubricant is ejected until the jelly begins to show at the other side of the mouth. Thus, the entire lock is bathed in the lubricant which is deposited in a film over each tooth as the fastener is moved over the length of the zipper.

The hypodermic is a standard model which may be purchased at any drugstore. Mr. Jackson obtained the largest needle available and filed it down to make it blunt and somewhat shorter than it was originally. The lubricant is purchased in a tube. One filling of the hypodermic will last about two days.



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TO CUT COSTS, SAVE LABOR
all through the plant

REFER TO THE **Dryco** SECTION WHEN YOU NEED **FINISHING** AND SPOTTING EQUIPMENT

Packed with products and ideas that –

- Save Time...Improve Quality
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MODEL F—Dryco E-Z Squeeze Water Spray Gun. More in use than all others combined. Simple, fast. Just reach, squeeze, to get instant spray. Complete $9.95
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MODEL 6033—"Moisture-Conditioned" STEAM ELECTRIC IRON. Does not waterspot, even on low heat. Particularly safe for synthetics. Finish more garments, better, in less time. Super-comfort, cool handle. Preferred in plants everywhere for over 18 years. Complete $33.00

MODEL 3000—Dryco Combination STEAM and SPRAY SPOTTING BOARD. The ideal all-purpose unit. Narrow perforated tip simplifies steam and spray spotting of difficult areas. All-Monel top cannot crack or wear out; is not affected by chemicals. Adjustable height. Complete with garment tray...$135.00

MODEL 1015—LADIES' and MEN'S SHOULDER and SLEEVE PUFFER. Finishes shoulders 3 times faster! Only 6 seconds per shoulder. No puckers, no wrinkles, no shine $59.50

MODEL 1004—PUFFER SET. 4 different heads permit operators to reach and finish difficult ruffles, tucks, sleeves, etc. $195.00

Other puffer sets also available.

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HERE'S ONE SOAP THAT "CLEANS UP" FOR YOU IN THE CLEANING ROOM-

LIKE NO COMBINATION OF SOAPS COULD DO!

It's HIGH ABOVE All

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ECONOMICAL TO USE

SOLVES ALL YOUR STORAGE PROBLEMS

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- **C-50** is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
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- **C-50** solves storage. Packed in gallon jugs. No drums to take up valuable space.

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CARPET CARES? GET KARPET-KARE!

Bigelow's amazing Karpet-Kare revolutionizes carpet cleaning!

Your face will light up, too, when you see what Karpet-Kare can do! This remarkable new liquid detergent does a *beautiful* cleaning job . . . and right in your customers' homes.

With the sure, Bigelow-taught method, carpet cleaning is quick, easy, *safe*. And *what* results!

No fading! No shrinking! Colors won't run! In fact, Karpet-Kare *leaves no odor or residue* to invite mildew and resoiling. Gives carpets the best care ever!

In order to meet the ever-increasing demand for Karpet-Kare, Bigelow is authorizing new dealerships in several territories. If you have a fully accredited cleaning establishment of top-notch standing and are interested in this opportunity, write to Department K:

BIGELOW-SANFORD CARPET CO.

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"does *Filter Falter* have you worried?"

When pressures rise and filters falter because they're clogged and frequent cleanouts become necessary or . . . when garments come out streaked and spotted . . . and hard-to-get solvents are wasted . . . *Mister, check that reclamation system!*

The story of solvent reclamation with detailed information on filtration and distillation is found in No. 6 of the Dow series of manuals on "The Synthetic Dry Cleaning Process."

Consult these instructive manuals often. They will help you operate your machine satisfactorily and profitably through the right use of synthetic solvents. Copies are available from your Dow dealer.

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National CLEANER and DYER
Vol. 42, No. 3 EDITORIAL March 3, 1951

ADVERTISING VACUUM

A CARPET manufacturer's representative at the recent NIRC convention in Detroit suggested part of the reluctance to make a shrinkproof rug might be that only 10 percent of floor coverings sold ever reach a rug cleaning plant! Regardless of other serious obstacles to making "sanforized" rugs, this is a brutally realistic picture of the impact of the rugcleaning industry in the public mind. We wouldn't be grumbling, except that not one feature of the four-day NIRC convention was concerned with sales promotion!

As for drycleaners, the very alert sales promotion manager of an allied trades firm pointed out the other day that in a fat edition of one metropolitan newspaper a home-drycleaning-fluid maker had a two-page spread extolling his product. But there wasn't a single line of advertising by any drycleaner to be found!

STITCH IN TIME

WE like to hope that the prophesies by our national planners are true that the greatest strains on our industrial economy will last only a couple of years. In any case the importance of maintenance and the maintenance man are rapidly becoming the drycleaning industry's number one consideration.

Spare parts may be more difficult to get. Certainly paints, greases and tools are and will be expensive. There is an instinctive tendency to put off some repairs because of the costs involved.

This is a false economy. As we point out in the story of Ben Douglas' self service laundry, the constant attention of a good maintenance man can save you his salary several times over. If a good man can keep those little overworked domestic washers in steady operation, such a man should be able to eliminate breakdowns of sturdier drycleaning equipment.

Every cleaner should have a big chart on his wall that plots out every maintenance task in his plant, from checking the motor on his windwhip to repainting the men's room and checking the roof for leaks. Maintenance should be as systematic as the marking-in of a five-piece order.

NEW SALES GOAL

DRYCLEANERS are beginning to wake up to the fact that customers aren't going to be cramming business down their throats yet a while, even though there is a war on. A cleaner can't afford to drop his sales programs, lest some more aggressive competitor encroach while he is coasting.

But there are new goals to strive for. To save manpower or womanpower on both the sales and production forces, the most important goal is to strive to balance the volume throughout the week and from season to season.

Incentives for the drivers and store girls should be directed at setting promised delivery dates at times when the work is slack. Some plants even use an incentive to the customer for the same purpose. One method is the issuance of coupons with work handled on slack days of the week which entitle the customer to a free cleaning with the return of every ten coupons.

Carefully employing "holdbacks" as discussed in our August issue will aid in leveling off seasonal volume. An additional small but helpful item is a policy of handling "deadheads" or employee's garments during only the slack days of the week.

All these things may make a change of only 8 or 10 percent in reducing the fluctuation in your volume. However, that 10 percent might mean dispensing with one production employee in even a small plant. It certainly would help reduce overtime, which is the factor that most seriously upsets payroll balance.

OKLAHOMA MOVIE

EVERYBODY'S been waiting for George to do it—and he finally did. George in this case was the Oklahoma Association of Cleaners and Dyers. What it did was sponsor a movie about the drycleaning industry for public education. The premiere was described in our February issue.

We have seen the picture three times and can recommend it to any cleaner or group of cleaners for showing to public gatherings, clubs, schools, etc. Committee chairman in charge of distributing the film is J. E. Rowe of 315 S. Osage St., Bartlesville, Okla.

The film is in color with sound. It has plenty of action. The little story and the operations of the drycleaning plant blend nicely and give continuity. With no exaggeration on the part of the storyteller, the layman observer can understand the skill and the amount of equipment needed to adequately drycleaning garments. The few points that may seem inconsistent to the drycleaner are mostly simplification to avoid confusing the layman, who after all is not learning to be a drycleaner.

Our first reaction was that this film ought to be snapped up quickly by progressive cleaners in all parts of the country. A goal of 500 showings in each state within the next twelve months would not be too high, if copies of the film are distributed as quickly as they are available.

On mature thought we still feel the same way!

BISHOP *Cleaners* WORK-SAVERS

Improve efficiency—speed production—reduce cleaning costs

BISHOP FILTER POWDER INJECTOR
for cleaner loads, cleared faster, easier

Powder goes direct to filter, away from garments. Saves steps, hours of time. Easy operation.
No. B67

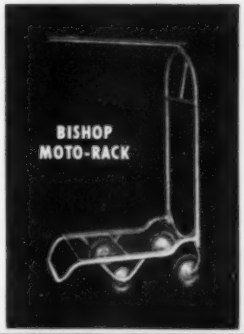
BISHOP MOBILMARKR

BISHOP MOBILMARKR

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes:
B2-133D (120#)
B2-131D (200#)

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery . . . carries 50 assorted, bagged garments, without crushing or wrinkling. Saves labor. Very maneuverable and compact.
B24-10



BISHOP MOTO-RACK

BISHOP PRESPOTTING TUB

Prespotting Tub: Perfect for new Spra-Spotting technique. Use also for fragiles and for wetcleaning. Size 53" x 19" x 27" high. Has draw-off valve and soap tray.
No. B20-1

BISHOP BAG-O-TEER

bined bagger, desk and over- rack (for 3 sizes of bags) plus ge for reserve bag supply. efficient, easy bagging in one e yard of space. Heavy non- base needs no floor lags. B30-1

CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs.
No. B2-100

BISHOP SPOTTING BOARD

All-Monel 53" top has 16" perforated tip. Adjustable garment tray with splash apron.
B21-5

GALVANIZED TRUCK TUB

Roomy, fast, safe. Sparkproof wheels. B229-G

BISHOP CLOTHES CARTS

BISHOP DRI-TOP IRONING BOARD

Perforated metal top with coiled steam pipe underneath. Moisture dries instantly for finer, faster finishing. Fireproof.
B4-12

Cuts sorting and assembling time in half!
Uses half the labor! Half the floor space!
Buy it for stores—branches—plants!

BISHOP SELF-ASSEMBLING SORTING REEL

Automatic Sorting for *Every* Cleaner, Regardless of Size

Bishop Reels *automatically* assemble your finished garments . . . quickly, accurately. Operator stands in one spot, spins reel to slot number that matches last two digits of invoice number, hangs garment. Reel saves her 25 miles of walking daily. Adapts to any size plant or store, any lot or sorting system, pays back its cost the first month. Order now! Prices and delivery subject to conditions prevailing at time of shipment.

Each slot self-assembles a complete order.

Match last 2 numbers to tag number.

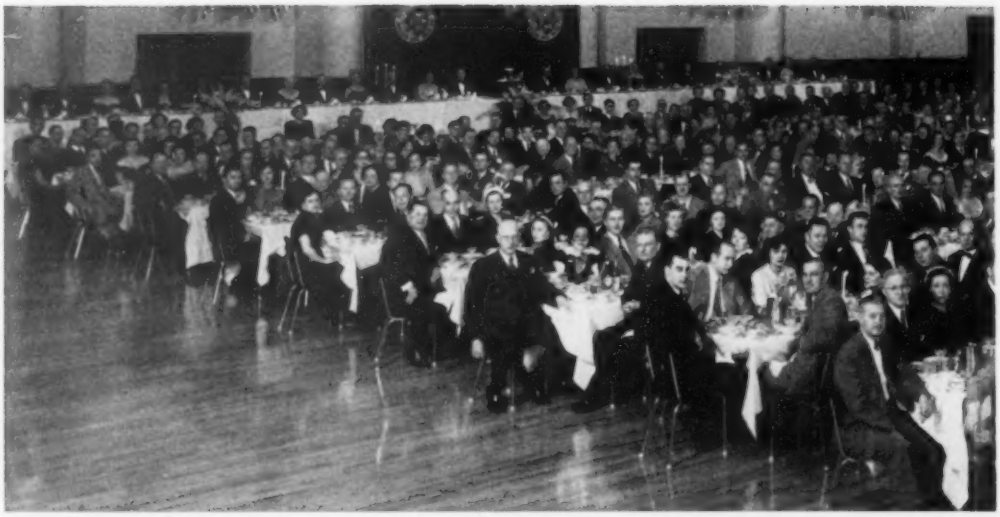
Height adjustable from 62 to 80 inches.

SPECIFICATIONS
Diameter . . . 4 ft. (loaded 6 ft.)
Floor Space (loaded) . . . 6 x 6 ft.
Holds 300 dresses or 200 suits.
Shipping weight . . . . 170 lbs.

G. H. BISHOP CO.

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893



Milholland, Cannan and Duncan Are Reelected

Rail Strike Curbs Attendance at NICD Convention

IT was a nice convention, against a background of vague unreality. Those who remember the Cincinnati flood and the Philadelphia transit and cab strike were not at all surprised to find a railroad strike coinciding with the recent 42nd annual convention of the National Institute of Cleaning and Dyeing at Atlantic City, New Jersey. For the record, the dates were February 4-7, 1951 A.D.

Over 7,500 drycleaners and allied tradesmen managed to wangle their way to the famous convention city. But they spread pretty thin in the big convention hall that could easily have accommodated the extra 5,000 people who had been expected. In a great many cases those firms beyond easy driving distance sent only one or two representatives. At the same time, in the light of the impending restrictions on business activity, the allied trades firms had trimmed their exhibiting staffs to smaller sizes than usual in the past few years.

The plantowners who did come, however, were not vacationing. They were definitely "buy-minded"! A number of the exhibitors seem to have enjoyed the best business obtained at conventions in recent years. It was obvious that many plantowners were determined to buy what they needed to fit themselves for the long haul. As a result, many exhibitors were busy taking orders even on the fourth day, which normally is as quiet as a church on Monday. There were few people in the hall, but they were buying.

An interesting sidelight on this purchasing was contributed by a student and observer of many drycleaning and laundry conventions. He noted that those firms that were busy taking orders have always had the

ONE END OF HEAD TABLE at annual banquet, from left: Norbert Berg, H. R. Osborne, Mrs. Osborne, Robert Corwin, Mrs. Corwin, Stuart Smith, Walter Duncan, Mrs. Duncan, Mrs. Cannan, Willard Cannan, Mrs. Benoit, Henry Benoit, Joan Ruth Crockett, T. B. Milholland

most consistent and aggressive sales programs. In most cases, he pointed out, the quiet booths belonged to the companies relying on the better-mousetrap theory of sales promotion.

In spite of the activity in the market place, however, men's minds were more on personnel and prices. The majority of drycleaning plants in the United States today are pretty well equipped, and the machinery they have will probably see them through the emergency even if extended. But the help can't be depended on quite so trustingly. Even before each conversation turned to prices, the question was asked, "What are we going to use for labor?" Dr. Van Delden, John Gray, Spud McNett, Bob Cowie and John McPherrin suggested what to do about labor—but it sounded like work!

The opening session on the industry's relations with the government was well attended but disappointing. This was not the fault of the speakers. Being in the interim period on price, wage and materials control, they were obviously unable to speak with authority while the government was still in the throes of making up its own mind.

The effect of new government controls on the drycleaning industry was the subject of the Sunday-evening discussion led by T. E. Milholland, NICD president. Ralph Janoschka, Business Division of the Bureau of the Census, reported some of the drycleaning industry statistics revealed by the last census, and emphasized the value of this type of data in market study. His talk appears elsewhere in this issue.

Norbert J. Berg, managing executive of the NICD, outlined the extensive cooperative efforts of the committee from the textile maintenance industries. The result of these efforts, the speaker predicted, will be a genuine recognition of the drycleaner's important role in the national defense program. "Essentiality" is the term used, and it will become more familiar as controls get tighter. At the same time there was assurance from Mr. Berg's remarks that because of the groundwork laid by the committee since June, the textile maintenance industries will obtain more sympathetic treatment from the government than they did a decade ago.

In attempting to give some indication of future allotments of materials for drycleaning equipment and supplies, J. Elmer Berl reviewed the priority policies pursued during the last war. Mr. Berl is—and you can see why we are making this a separate sentence—in the Laundry and Drycleaning Machinery Section, of the Machinery Division, of the Office of Industry Operations, of the National Production Authority. He commented that if 10 percent of the individual plantowner's efforts to corral all possible equipment and supplies were diverted to making sure there would be enough to go around, the relaxation of the crisis in this industry would be immediate.

Max L. Feinberg, recently NICD legal counsel and now director of the Service Trades Price Branch of the Office of Economic Stabilization, delivered a two-part address. First, reverting mentally to his former position, he explained some Washington activities carried on by the NICD staff. He pointed out, in particular,

NICD OFFICERS, directors and wives at other end of head table, left to right: Mrs. Milholland, R. W. Stoeb, Mrs. Stoeb, Charles Bupp, Mrs. Bupp, Fred Schumann, Mrs. Schumann, J. W. Parkhurst, Mrs. Parkhurst, Ben Yarmark, Mrs. Yarmark, E. E. Beatty

LAST YEAR'S OFFICERS and directors look grim. Left to right: R. K. Roody, Robert Corwin, Fred Schumann, Stuart Smith, Ross Osborne, E. J. Hedge, Gene Milholland, Wally Packham, Willard Cannon, Henry Benoit, Ray Staub, Ray Vermeers and Charles Rupp

that service deferments are for 90 days only, and only if the employee is proven an executive and difficult to replace. Extra deferments are very hard to get. Then, assuming his new role, he outlined the provisions of the emergency price and wage controls.

Most of the questions addressed to the panel were aimed at Mr. Feinberg. From the nature of the inquiries it appeared that many cleaners had installed or announced price increases near the maximum limit of the base period, December 19, 1950, to January 25, 1951. Simple announcement of a price hike, the speaker emphasized, is insufficient, since a price is frozen at the highest level at which a service was actually "delivered" during the base period. With the drycleaning industry, Mr. Feinberg pointed out, the acceptance of orders under a new price would fulfill the "delivery" requirement irrespective of when the garments were actually returned to the customer. In other words, "delivery" of the service begins when the routeman or counter girl accept the work.

Movies opened every session of the convention but one. They have proven a good way to get the audience in, and to cover in darkness the distracting movement of the stragglers.

The NICD did a good job of selecting films that were varied and interesting. "Joe Turner, American" led off as an example of how aroused businessmen can upset a political machine and improve local government. "Getting the Most Out of Your Telephone" is the very effective telephone-company lesson on proper use of that instrument as your representative in contacts with the business world. "Color Conditioning" is Du Pont's description of the dollars-and-cents value to you

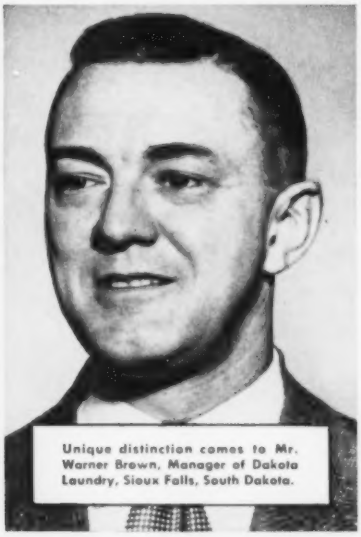
THE REASON officers and directors look grim—heaviest trade press coverage in convention history

of using the proper color schemes in your business to reduce strain and fatigue. "Singing Needles" by Singer Sewing Machine showed how MacGregor shirts are made on a mass-production basis, from planning by plant engineers to the finished product. The "Close-Up of Nylon" described the development of that popular new fabric.

An association president in the opening address always has a lot of ground to cover. Since most of it has already appeared in association bulletins, the impact

Mr. Brown Switches to Sanitone!

Left to Right: Warner Brown, Manager, and John Howe, Cleaning Plant Superintendent, are welcomed by Charles Lamb, Emery District Sales Manager and Bill Lichtenwalter, Sanitone Engineer, as Dakota Laundry, Sioux Falls, becomes the 1000th Sanitone-Licensed plant.



Unique distinction comes to Mr. Warner Brown, Manager of Dakota Laundry, Sioux Falls, South Dakota.

1000th DRY CLEANER TO ADOPT

The Dry Cleaning Industry's Only Complete Operating Program

● After thorough trial under supervision of Bill Lichtenwalter, Sanitone Engineer, Mr. Brown was quick to see the profit advantages in Sanitone's three-fold program: Better Dry Cleaning, Complete Merchandising Aids, Effective Engineering Help.

A BETTER KIND OF DRY CLEANING

Sanitone is offered to leading cleaners everywhere, but only after a demonstration of its effectiveness under the supervision of a trained Sanitone Engineer. He directs the installation and teaches all employees how to get maximum results through the cleaning, spotting and re-running techniques which are basic to the production of a quality dry cleaning service. It is his responsibility to work out methods which lower costs through more efficient production, better plant layouts, more effective use of personnel.

A COMPLETE ADVERTISING & SALES PLAN

Month after month, hard-hitting ads appear in the Saturday Evening Post, Ladies' Home Journal, plus MacLean's and La Revue Moderne in Canada to give prestige and sales impact to the local campaign.

To provide the essentials of the local tie-in, licensees receive FREE every 6 months, a complete guidebook of 80 or more newspaper ads, ads featuring copy appeals of *tested* selling power as proven by careful research and sales response in over 1,250 markets.

To ensure full effectiveness of the tie-up there is available identification material, button tags, bag stickers, bundle inserts, direct mail suggestions, radio helps, sales training aids, special promotions, including contest information, all designed to let consumers know your plant is headquarters for the best in dry cleaning services. All of which adds up to a complete selling program!

CONTINUOUS ENGINEERING SERVICES

The Sanitone Engineer's first job is to discuss the conditions of the demonstration, to show you how effectively you can merge the Sanitone Program with your present quality standards. Subsequently, he is qualified to counsel with you on methods, special advertising and sales promotion activities, sales training, in fact almost any problem to help you obtain maximum benefits from Sanitone.

Write today for proof of how the Sanitone Program has worked for others!

APPROVED SANITONE SERVICE

SANITONE Dry Cleaning Service

EMERY INDUSTRIES, INC., CINCINNATI 2, OHIO

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PANEL ON GOVERNMENT controls, from left: Norbert Berg, Gene Milholland, and censusman Janoschka

OTHER PANEL MEMBERS who discussed emergency measures, left to right: Max Feinberg and J. Elmer Berl

is less on his listeners than it might be. We are getting used to being called a billion-dollar industry, without fully realizing what it means. President Gene Milholland described an industry three times as large as during the opening years of World War II, with a strong association, active research laboratories, a good educational program and alert legislative representation.

Strength was given to his assertions by comments from at least three of the speakers from outside the industry, who confessed surprise at the wealth of machinery and supplies used by the drycleaning industry. In fact, one admitted having to change his speech to apply to the unexpected size and complexity of this industry.

The "Reports from Washington, Capital of the World" by CBS commentator Charles Collingwood was the silver lining to the cloud of apprehension. Nobody was licking the U. S. and nobody was going to. We have the industrial potential and manpower potential to make both our enemies and our allies respect us when we set ourselves to the task at hand. He prophesied a rapid improvement in our country's world position.

The biggest handicap employers have to overcome these days in their personnel relations, said John W. McPherrin, editor of *American Druggist*, is the widespread indifference of employees toward anything connected with their jobs. This is particularly true of the young people. It is necessary to break down this indifference before the employer can expect success for his training programs, incentive systems and, particularly, improvement of his contacts with the public.

OFFICERS AND BOARD MEMBERS of Garment Dyers Guild of America which met during NICD convention. Standing left to right: Alan J. Copeland, executive secretary; Stanley Simon, Tru Color Dye Works, Brooklyn, N. Y., director; and Leon Teichner, Almore Dye House, Chicago, Ill., director. Seated, left to right: Fred L. Nuttall, Electric City Dyeing Co., Scranton, Penna., vice president; and Walter Loebl, Loebl Dye Works, Roanoke, Va., president. Not included in picture is John H. Egli, General Dyeing Co., Indianapolis, new secretary-treasurer

An unscheduled film was shown next. "After the Ball Was Over," sponsored by the Oklahoma State Association of Cleaners and Dyers, was given its national premiere. In full color, it uses a mishap at a high-school dance to lead the viewer through a cleaning plant and watch various stains removed. This film should prove extremely popular with drycleaners who want to "educate" consumer groups. It is for sale or rental for that purpose.

Getting along with your employees, says Dr. E. H. Van Delden of New York University, involves a considerate boss, a nice place to work, pleasant associates, a business with a reputation, pride in the work, security, appreciation, etc. High pay alone does not "buy" an employee's best efforts.

A monumental presentation was "Management Tools in Action" by John P. Gray, NICD's director of education; Malcolm McNett, management instructor, and Robert Cowie, NICD's industrial engineer. A "sick plant" was analyzed and steps recommended for the plantowner that should aid in putting it back in the profit column. This included preparing a readable cost report, a break-even chart, a budget, job standardization and description, job evaluation, personnel selection, testing and hiring, job methods and layouts, training, production standards, sales control and, finally, a profit. In brief, it was an outline of the production and cost phases of NICD's management course.

Lead-off man Tuesday afternoon was Joseph R. O'Hanlon, manager of the National Indemnity Exchange. He described the development of insurance for the drycleaning industry through cooperative action among the drycleaners themselves who finally proved to the public underwriters that drycleaning plants represented good risks. He then described a number of precautions that many plants overlook which all go to reducing plant risks, and in many cases reducing the premiums charged. Part of his report will appear in a future issue.

John Carruthers, president of John Carruthers & Co., Inc., described the new account classifications established by the National Accounting Council for the Textile Maintenance Industries. He pointed out the ease with which code numbers can be arranged and read. Also, he demonstrated how similar accounts for the various industries may be compared by their code numbers.

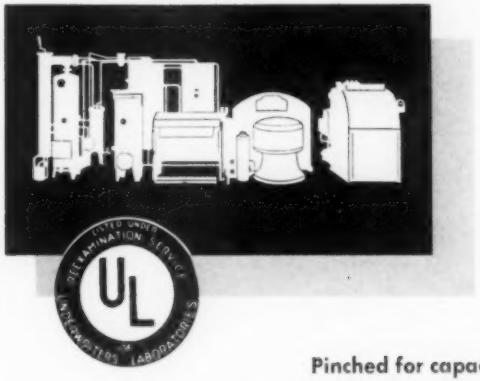
K. D. Weiser of M. R. Weiser & Co. extended the description by pointing out that the new account classi-

who knows?

Your Plant May Be Ready **NOW**

For Increased Volume with a

HOFFMAN 140-F Safety Petroleum Unit



Your **HOFFMAN** Representative

is ready

to help you decide

Pinched for capacity in your present cleaning system? Then, this may be the time to take the next step—to explore the greater profit possibilities of a Hoffman 140-F Unit for petroleum safety solvent operation. Enables you to handle larger loads (even heavies and specials) in commercial locations — with lowest solvent cost per pound of garment cleaned. Ask your Hoffman representative for help in analyzing your present set-up. No obligation, of course.

HOFFMAN 140-F UNITS GIVE SAFETY SOLVENT CLEANING FOR LOWEST COST PER POUND. MODELS FOR 35-POUND LOADS UP TO 200-POUNDS, FOR USE IN ANY COMMERCIAL BUILDING.

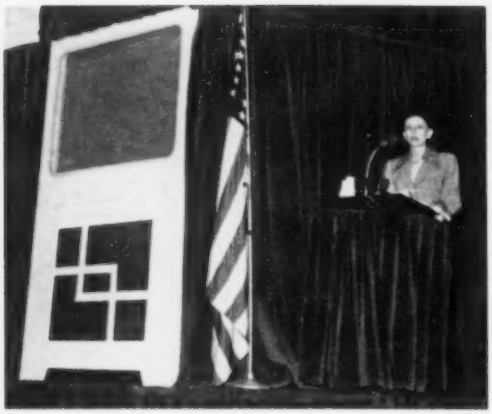
TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

TYPICAL TV SHOW was highpoint of the convention program. Miss Warner with T. E. Milholland who crowned Jane Ruth Crockett, at left, as Miss Drycleaner's Dream of 1951



DR. LYLE beside model TV screen which was used for projecting commercials and other parts of the program

fications will permit multiple operations, such as drycleaning plants with shirt or rug cleaning services, laundries with drycleaning departments, etc., to properly allocate their costs. This should eliminate the frequent instances where operators go on for years without realizing that they are running some particular department at a loss.

James R. Wilson of Atlanta, Georgia, described a simple accounting system that he has employed in handling books for his clients by correspondence. While requiring a considerable number of forms, it had the merit of providing a plantowner with needed information, and enabling Mr. Wilson to offer suggestions without visiting the plant at frequent short intervals.

Director Henry Benoit, Charlotte, North Carolina, presided at the Wednesday-morning session. First speaker of the day was Albert E. Johnson, NICD director of trade relations. Mr. Johnson reviewed some of the progress made during the past year in the elimi-

MISS WARNER INTERVIEWS Carl Satterstrom, who explains characteristics of dynel, a new synthetic textile fiber

LADIES LUNCHEON Monday noon was followed by style show

The Atlantic City Convention Wrote This Advertisement—

Chance remarks that we overheard while the dry cleaners talked among themselves at the Darco activated carbon exhibit:

"You don't need an exhibit—we gotta use Darco."
"I've been using Darco 20 years—I don't need that folder."
"We use a lot of Darco."
"We always use that black stuff in the filter."
"You don't need to advertise Darco—we all use it."
"Darco's good. Wish we'd tried it years ago."

Thank you, N. I. C. D.! Your comments are on the beam for sweet-smelling, fully-cleaned clothes.

DARCO

REG. U. S. PAT. OFF.

DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

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nation of unserviceable fabrics marketed by the garment manufacturers. As one example of the activities of his office, the speaker detailed the investigations which eventually brought about a basic change in the production and testing of lacquer stencil prints.

A feature which was easily the high point of the convention program was presented Wednesday morning under the direction of Dr. Dorothy S. Lyle, NICD director of consumer relations. Dr. Lyle's style show was one of the best-received attractions of the convention last year, and it became evident at the outset that this year neither effort nor money was spared to equal or surpass past performance.

In her introductory remarks Dr. Lyle pointed out that television is an advertising medium which a few cleaners are using today and many more will be employing in the future. Plantowners, the speaker predicted, will probably buy this on programs designed for housewives and sponsored by a rather large number of individual firms. To illustrate TV advertising at work, a typical program was staged. In this case, however, all commercials and interviews were focused on drycleaning.

The television show was conducted by Jeanne Warner and Charles Keaton of the NBC television station in Washington, D. C. In addition to presenting musical selections, Miss Warner interviewed Mrs. Cora Carlyle, editor of *American Fabrics;* Carl Setterstrom, sales manager of the textile fiber department of Union Carbide and Carbon Corporation, and Jane Ruth Crockett, Miss Florida of 1950. The interviews were slanted to present information of interest to drycleaners. Commercials were interspersed into the program to illustrate the various types of advertising possible on TV.

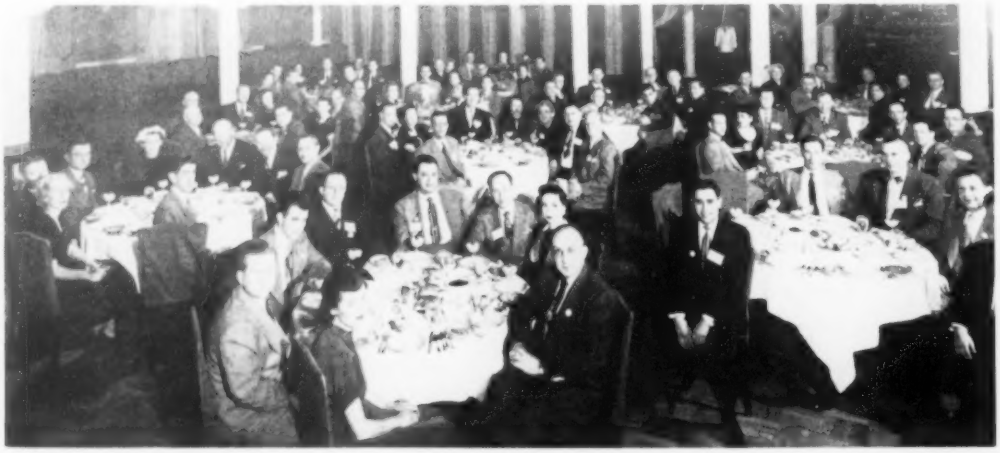
The program built up to the final climax, the crowning of Jane Ruth Crockett as Miss Drycleaner's Dream of 1951. T. E. Milholland did the honors with all the grace and aplomb you would expect of a gentleman from Texas.

Two members of the NICD staff, George P. Fulton, director of research, and Dr. James C. Alexander, chief chemist, carried the main portion of the Wednesday-afternoon session which was devoted to reports on research projects. President Milholland presided. Recent studies on soil removal during filter rinse runs of various lengths, Mr. Fulton pointed out, indicate that eight theoretical changes of solvent are preferable to the 15 changes usually quoted in the past. This would indicate that the average rinse time may be nearly twice as long as it needs to be! Dr. Alexander described the fabric damage caused by cold-wave solutions and explained how problems of this type may be recognized.

A heavy influx of stiff, discolored bonded-wool shoulder pads into the textile-analysis department was reported by Mr. Fulton. The speaker described the various tests which proved that the trouble was inherent in the material and not caused by any process in the drycleaning plant. The solution of a long-time problem with odd-shaped, discolored areas on acetate-rayon raincoats was announced by Dr. Alexander. Almost by accident during the investigation, the chemist reported, it was discovered that damp acetate placed in solvent will cause bleeding of dye. Although the spots usually result from moisture in or around a water-repellent dip tank, it is the combination of damp acetate and solvent which brings about color loss and not the water-repellent waxes themselves.

At the business meeting Wednesday afternoon the incumbent officers were reelected, including: T. E. Milholland, Dallas, Texas, president; Willard M. Cannan, Toledo, Ohio, vice president, and Walter R. Duncan, Philadelphia, Pa., secretary-treasurer. Philip Kolb, Jackson, Mississippi, is the new director from District 9, while Frank Patton, San Antonio, Texas, has been named for District 10. Two board members who were elected last year to fill vacancies have been chosen for full three-year terms: H. R. Osborne, Dayton, Ohio, in District 4, and Stuart A. Smith, Warrenton, Va., in District 7.

Carryover members of the board are: R. K. Roody, Concord, N. H., District 1; Charles E. Rupp, Atlantic City, N. J., District 2; Sam C. Markel, Buffalo, N. Y., District 3; Fred C. Schumann, Chicago, Ill., District 5; Robert C. Corwin, Des Moines, Iowa, District 6; Henry B. Benoit, Charlotte, N. C., District 8; J. W. Packham, Blackfoot, Idaho, District 11, and Ray L. Vermeers, Spokane, Wash., District 12. # #



BANQUET OF NICD ALUMNI was extremely successful despite travel restrictions. Gene deHegh presented an informal account of his experiences in setting up laundries in Saudi Arabia

SIMPLEST, Push-Button DIRECT DRIVE WASHER

The WESTERN
MODEL 500
DIRECT Motor Drive

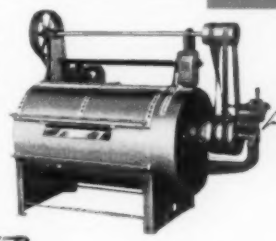
Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.

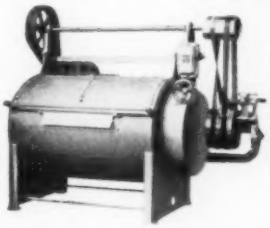
REQUIRES LESS FLOOR SPACE THAN MOST WASHERS

Other WESTERN Washers and Extractors to Suit Every Requirement!

Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.





Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.

Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.

Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

Western Laundry Machinery Company

NORTH KANSAS CITY, MO.

10th & Fayette, Dept. NC, North Kansas City, Mo.
Please forward details on Western equipment as checked:

Model 500:
- ☐ *Direct Drive*
- ☐ *Belted Motor Drive*

Model 50:
- ☐ *Size* ____
- ☐ *Extractor Size* ____

Name _____

Address _____

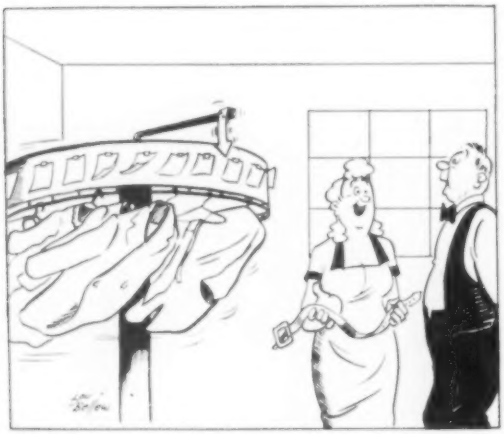
City _____ *State* _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Cartoons Left Over From Our Guidebook Issue

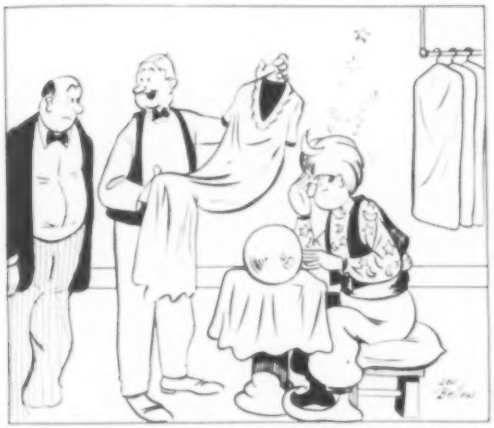
"How did you ever think of her? She breaks those marker's secret codes every time!"

"Bet you'll be glad when you get through with that New Year's party stuff."



"We put the unmarked belts in the slot that stops under the arrow."

"Could she be mothproofed?"



"No claims for lost garments since we hired Le Futura from the carnival."

"Mamma told him I was in the 'numbers' racket!"

Magnesol*

strikes out Fatty Acid everytime!

Dry cleaners who know the "score" are switching to an all-MAGNESOL* filter cake to keep their solvent clear and sweet smelling—free from odor forming fatty acid and other impurities that "foul up" equipment and lose customers.

MAGNESOL is the modern, economical substitute for frequent, costly distillation because it adsorbs dissolved contamination and takes out solid soil as well. Used as directed it keeps the acid-number of your solvent well below the dangerous 0.3. With MAGNESOL on your filter, only pure, "clean" solvent flows back into your wheel.

Fatty acid will never get to "first base" when you use MAGNESOL purification. You'll do better cleaning, faster cleaning, eliminate solvent odor complaints once and for all. Increase your profits by ordering MAGNESOL today.

*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its magnesium silicate adsorptive powder.

WESTVACO CHEMICAL DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
GENERAL OFFICES • 405 LEXINGTON AVENUE, NEW YORK 17
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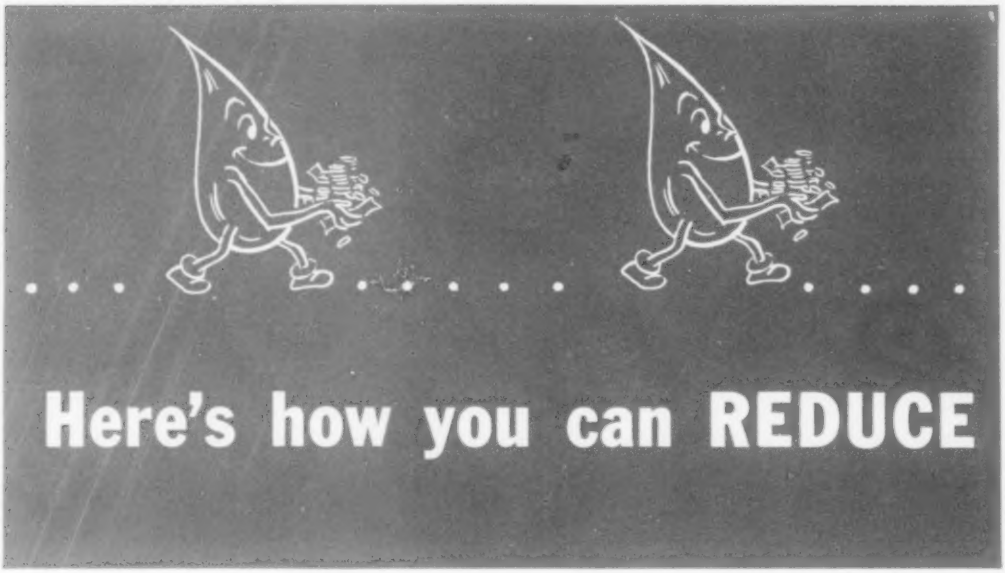


DRISYN SAVES ON DRYCLEANING

- Makes a gallon of stock soap solution at a cost of about 25c.
- One 5 gallon pail makes 275 gallons of the finest stock soap solution . . . cleans more than 6700 lbs.
- Reduces wet cleaning, spotting, reruns, extra handling.
- One stock solution cleans every classification.
- Can be used with or without water.
- Makes the most economical spotter available.
- Keeps solvent clean and fresh longer—reduces filter bag changes.

WETSYN SAVES ON WET CLEANING

- Safely cleans all classifications.
- Works faster—speeds cleaning formulas for dark colors, fugitives, etc.
- Makes goods bright, clear, smooth, soft to the touch.
- Won't turn rancid—leaves no odor.
- Ideal wet spotter. Can be used with or without water for brushout.
- Safely removes all types of soil: lipstick, marking ink, paint, etc.

Drew distributor franchises available to responsible jobbers in some territories. Inquiries invited.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Cleaning costs are increasing . . . and they're going higher! Reruns, spotting, wet cleaning all cut into your profits and add to your headaches.

You *can* cut your costs and remove your cleaning headaches with Drew DRISYN and Drew WETSYN.

With DRISYN you can still make the finest stock soap solution for about 25c a gallon! WETSYN cuts time-consuming wet cleaning to a minimum. *There has been no price increase on* DRISYN *or* WETSYN. Both will give you a competitive advantage you haven't enjoyed in years!

DRISYN

is the original concentrated concentrate—it's *all* detergent . . . has extraordinary cleaning power. It dissolves soil, removes fatty acids and can be used in either Petroleum or Synthetic Solvents with or without moisture!

WETSYN

is a modern wonder worker for wet cleaning . . . a new development in synthetic detergents! It brings a new speed and added safety to wet cleaning. It safely cleans all classifications—silks, acetates, rayons, woolens—faster and better than any detergent you've ever used.

Ask Your Jobber or Write for a Folder

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., INC.

15 EAST 26th STREET, NEW YORK 10, N. Y.

DREW PRODUCTS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"DOUGLAS VILLAGE" fur salon at left, drycleaning office in center, "Laundriana" set back, dress shop on right with executive offices on the second floor

Cleaner's Self-Service Laundry

Charlotte, North Carolina, Plant Also Operates Retail Fur and Dress Stores

by WILLIAM R. PALMER

LETS set forth the obvious points at once, so we can get on to the facts of interest to other cleaners viewing new fields to conquer. Ben Douglas, Sr., was three times mayor of Charlotte, North Carolina, so he knows his way around the town and has "connections." He made a shrewd purchase some years back of two facing downtown corners, now very nice locations.

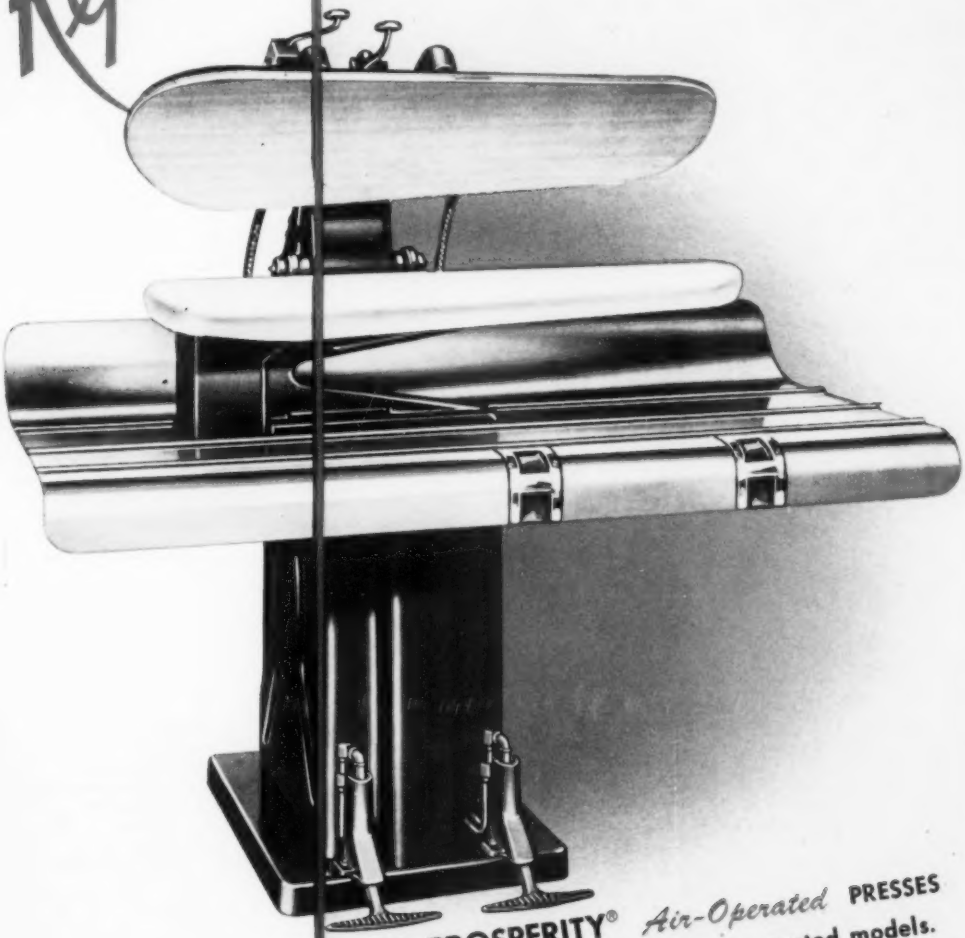
If these are "breaks" that other drycleaners don't have, they are also an indication that a good businessman can succeed at any business, even drycleaning. A technically skilled drycleaner cannot necessarily succeed as a businessman.

Mr. Douglas backed into the drycleaning business. He was a very successful mortician. His three sons, however, showed no enthusiasm for undertaking, and he sold his share of the business to a partner. Fur storage looked attractive so Mr. Douglas erected a 12,000-coat vault. While he was building he decided to include a drycleaning plant in the construction, although his only previous experience had been underwriting some military work during the war.

Being a businessman primarily, without the prejudices against fur repairs and alterations frequently held by dyed-in-the-wool drycleaners, Mr. Douglas saw

FUR SALON with several racks of coats on post-holiday sale being studied by customers

Representing a quarter of a century experience in the development and manufacture of Air-Operated Drycleaning Presses.



3 PROSPERITY® *Air-Operated* PRESSES will do the work of 4 foot-operated models.

Model 443 - EZD

COPYRIGHT 1951, The PROSPERITY COMPANY, Inc.

The PROSPERITY *Company Inc.*

Trade Mark PROSPERITY® Reg. U.S. Pat. Off.

OTHER END OF SALON with drycleaning store visible through glass partition

the opportunity to build up each storage order by aggressively selling repairs and alterations on all fur storage.

Ben Douglas, Jr., is in charge of the fur department. He prepared himself by attending the American-Mitchell–Sol Vogel Designing School in New York City. The Douglas firm employs a skilled furrier, a repairwoman and seamstress, and a fur cleaner in the production area, and a combination showroom attendant and secretary in the office.

The Douglases firmly believe that the fur business pays off best to the man who gives a complete service. They feel halfway measures are only a quarter as effective. A good portion of Ben Junior's time is devoted to selling new coats, as well as estimating and selling alterations and repairs.

Laundriana

For several years the Douglases have operated a self-service laundry called the Laundriana. They report it has been a very successful operation. Using 50 domestic washers, a 28-inch laundry extractor and four 30-by-30 inch tumblers, it is open from 8:00 A.M. until 10:00 P.M. Five employees work staggered shifts over that period.

The customers still do the washing themselves, while an attendant handles the extraction and tumbling if requested. Thus the customer retains the responsibility for the work that causes the most complaints, but doesn't get involved with the equipment that requires experienced operators.

The real secret of the Laundriana's profitable operation is the constant presence of the company's maintenance man. He has charge of maintenance in the whole Douglas operation but his station is in the Laundriana. Where many self-service laundries complain that 10 percent of their domestic washers are broken down all of the time, the Laundriana loses very little use of its equipment. By constant supervision, no mechanical difficulties are ever allowed to reach the breakdown stage.

We asked if the Laundriana wasn't somewhat out of place among the other Douglas enterprises, which are definitely in the high-price market. Limousines, chauffer-driven, bring their best Laundriana customers by the dozen, the Douglases said. The maid in a prosperous home could bring a week's wash, load up a half-dozen machines, and clear up a day's laundry in an hour. Homeowners with the best of domestic washing equipment still hate to waste their time standing over it.

Room for the Boys

Bob Douglas, the son in charge of the Laundriana and the drycleaning department, helped prepare himself by taking the general course at the National Institute of Cleaning and Dyeing.

To us the most interesting part of the whole Douglas setup has been the deliberate broadening of activity to provide executive opportunities for the sons. Usually, well established drycleaning plants fall apart at the seams when pop tries to keep the kids with him but insists they remain spotters and routemen. Mr. Douglas has insisted on his sons assuming responsibility, making the necessary mistakes and profiting by executive experience. He doesn't want Ben puttering in the fur room or Bob doing the spotter's work except in an emergency. At the same time the boys are expected to make the most of the opportunity, and do, a condition not all fathers are blessed with.

Drycleaning production is under Peter Coleman and is a quality operation in keeping with the rest of the enterprise. Mr. Coleman has been successful in combining quality work and efficient production by providing a time bonus. Under normal conditions the work week is 40 hours but the help is always paid for 44 hours. Naturally, a strong effort is always made not to work that half-day on Saturday, if at all possible. In addition, to combat absenteeism, if an employee is off a day during the week, not only the day's pay is lost but also the pay for the extra four hours.

The latest addition to "Douglas Village" was a

DEPENDABLE CHEMICALS STREET'S ESTABLISHED 1876 FOR FINER DRY CLEANING

CYCLO: CONCENTRATED PRESPOTTER

The standard prespotter for 24 years. Used with moisture for perspiration and food stains. Used with Picrin for hard-set paint, oil and grease. Used with solvent in spray spotting gun.

PICRIN: VOLATILE DRY SPOTTER

Feathers out easily, and is used for "touch-ups," "catch dirt" and light paint and grease stains. The Cyclo-Picrin formula is recommended for larger and hard set stains caused by paint, oil, grease, pitch, tar and varnish.

PYRATEX: FOR LACQUER–LIPSTICK–NAIL POLISH

Works wet or dry. Flushes from fabric thoroughly with either water or dry solvent. When used dry the procedure is the same as with any prespotter. For use on the wet side the Pyratex Wet Spotter formula is made by mixing equal parts of Pyratex and water. This optically clear solution is surprisingly efficient in dissolving and lubricating lacquer, lipstick, nail polish, rouge and marking ink, as well as common paint, oil and grease stains.

MULSOLITE: LUBRICANT–SPOTTER–PENETRANT

Penetrating oil and solvent for the first step in the removal of all unidentified stains. Unusually safe to color. May be followed directly by either acid or alkali.

No. 209: GENERAL FORMULA

A liquid, acidified formula for removal of "yellow stains," most inks, indelible pencil, grass, lipstick, rouge, carbon and fruit. Reasonably safe to colors of average fastness. Used extensively immediately following Mulsolite, where Mulsolite alone has failed to remove unidentified stains. Replaces fluorine compounds for removal of rust from weighted silks.

STREEPENE: SPOTTER—STRIPPER—BLEACH

A white reducing powder for removing from white goods stains caused by fruit, coffee, medicines, wine, rust, dyes and inks. Removes colors which have bled.

GELATONE: LIQUID SIZE AND FINISH

A liquid sizing and finish that restores the original lustre, drape and feel to wet cleaned fabrics. It produces the desired body and at the same time leaves the fabrics soft, pliable and transparent. Gelatone may be used in the spray gun or in the bath method. It is odorless, and remains sweet on long standing in stock solution.

SULFACO: SOAPLESS WET CLEANER

A powdered penetrating agent containing no soap. Produces rich, lasting suds with excellent detergency. Superior to soap because of its stability in acid or hard water. No break-down either. Fabrics are brighter, clearer and softer because no insoluble curds form in rinse water.

ANOLITE: BASE FOR MAKING FILTER SOAP

Anolite contains no cleaning solvent and no added moisture. It is all active ingredient. Dry Base "D", made from 1 part Anolite and 5 parts solvent, costs 33⅓ % less than filter soap and is more efficient than filter soap when used either dry or in standard moisture stocks.

BLENDSOL: CONVENTIONAL FILTER SOAP

The most economical product for those operators who prefer to buy their filter soap ready for use. When used either dry or in popular moisture stocks Blendsol produces superior detergency with no filter pressure, no build-up of fatty acids and no trace of odor. Especially advantageous where equipment is taxed to limit and where busy operator must budget his time. The abnormally low price on this quality product is made possible only by exceptionally large national distribution.

MERASOL: SEMI-GEL FILTER SOAP

This true soap product appeals to those operators who want controlled alkalinity. Merasol is skillfully prepared to provide a pH capable of neutralizing the acidity of the soil, and yet not enough alkalinity to be harmful.

J-P-S: AMERICA'S PIONEER FILTER SOAP

One of America's first filter soaps, J-P-S reflects the results of Street's chemical research dating back to the first pressure filters used in dry cleaning.

STATICOL: FOR STATIC CONTROL

By imparting conductivity to washer solvent Staticol prevents redeposition of soil by static and thus provides a superior inert soil removal and whiteness retention.

STREETEX: CHLORINATED SOLVENT SOAP

Imparts the same high electrical conductivity to chlorinated solvent that Staticol imparts to petroleum solvent. Streetex meets all of most machinery manufacturers' soap specifications. It contains no low boiling solvent to lower flash point of solvent. It causes no foaming in the still, and does not cake on the coils. Streetex is noncorrosive; is substantially free of fatty acids, and contains only a minimum amount of moisture.

WHITE STAR: STEARIC PASTE SOAP

Preferred by paste soap enthusiasts because of its uniform, smooth, creamy texture which forms that characteristic ropy suspension in washer solvent resulting in whiter whites, and colors that snap out in their original brilliance.

REP: WATER REPELLENT

Prepared especally for drycleaners for use with dry solvent. REP really repels water. It has the highest spray-test rating on record, even though it recommends substantially more dilute solutions than other repellents.

R. R. STREET & CO., Inc.

561 W. MONROE ST.
CHICAGO 6, ILL.

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When writing to advertisers please mention The NATIONAL CLEANER & DYER

SELF-SERVICE LAUNDRY illustrated on the cover

ladies' apparel shop which has already been doubled in size. In charge of an experienced manager, it carries a line of higher-priced name-brand merchandise. This includes a variety of accessories that enjoy a high rate of turnover.

Visible from a large window opening on to the Laundriana, the dress shop proves irresistible to women waiting for the machines to finish their chores. They come into the shop to browse like booklovers in a bookstall. What's more, they buy!

The Business Angles

Several reasons for the success of the Douglas enterprises, that might have been less evident in an exclusive drycleaning plant, became apparent. One has already been mentioned, an alert and thorough program of maintenance and repair. Another is the delegation of authority to department heads, leaving Ben, Sr., free to oversee the total operation.

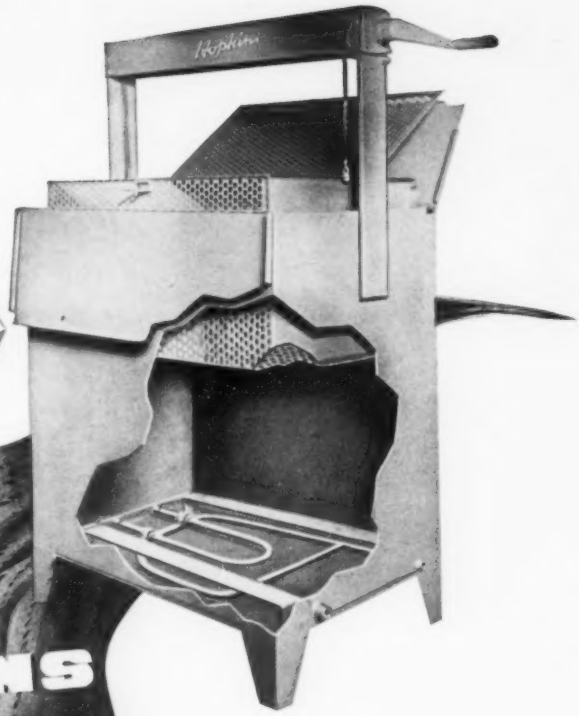
Aggressive and extensive sales promotion is varied frequently. For instance, for a year a woman's-page columnist in a local paper contracted to do a column three times a week about the Douglas services. Although the column was still pulling at the end of the contract, a change in medium was made just to vary the impact.

A favorite contention of Ben Douglas is that most drycleaners overlook the profits they can make in the nonproductive phases. As an example, recently by installing a sprinkler system he was able to increase his insurance coverage yet reduce insurance costs by enough to quickly pay the cost of the sprinkler installation.

Having been a mortician, a profession vulnerable to public opinion, Mr. Douglas is most alert where the majority of drycleaners are weakest. Claims adjustments are liberal. Handling of claims is quick. Treatment of the claimants is courteous. After all, he suggested, ten women dissatisfied over ten small claims can make a lot more noise than one woman piqued over the handling of a funeral, even though the money involved may be more in the latter instance. And, as an ex-mayor, he knows it's the number of people back of you that counts. # #

LADIES' APPAREL store, with fitting rooms in back, enjoys good business from Laundriana customers

fast thorough and profitable!



HOPKINS Lightning water repellent DIP TANK

THE ONLY MACHINE WITH *Automatic Agitation*

Water repelling of garments is becoming more important every day as a source of real profits to dry cleaners and laundries. But this fast-growing business cannot be handled satisfactorily or at maximum profits with make-shift equipment.

The HOPKINS Water Repellent DIP TANK does a faster, more thorough job than any other piece of equipment on the market. It provides for complete agitation of the solution . . . so essential to satisfactory results . . . by means of air pressure. This eliminates the danger of the solution becoming rancid and also prevents the possibility of uneven application to the garment. No other machine provides this automatic, effortless, and foolproof method of agitation. It will process 100 garments per hour . . . is easy to operate . . . occupies a floor space of only 2 feet by 3 feet.

For real profits in water repelling, install a HOPKINS. Complete information, prices and name of nearest jobber will be sent promptly upon request. Write . . .

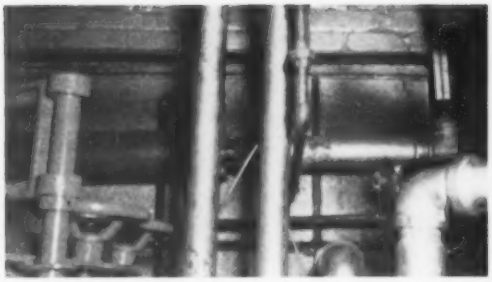
HOPKINS EQUIPMENT COMPANY
Hatfield, Pennsylvania

NEW! "DIP-O-MATIC" COMPLETELY AUTOMATIC DIP TANK. ALSO NEW ATTACHMENT TO PERMIT USING SYNTHETIC WASHERS FOR WATER REPELLING ON THE DRY SIDE.

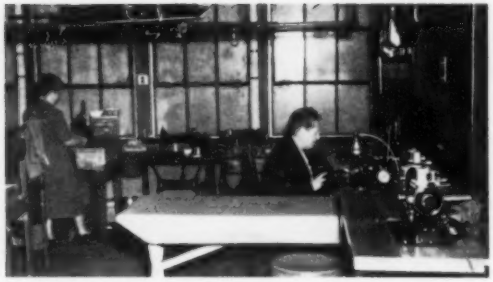
GARMENT HANGERS • GARMENT FINISHERS • SOLVENT FILTERS • SPOTTING UNITS • DRYING CABINETS • CURTAIN STRETCHERS • BLANKET WASHING MACHINES • WATER REPELLENT TANKS • SPOTTING ATOMIZERS

A "MASTER" Alfred Hopkins ENGINEERED PRODUCT

When writing to advertisers please mention The NATIONAL CLEANER & DYER



TWO CYLINDERS above drycleaning units keep solvent at uniform temperature winter and summer. Cooler is at left and heater at right. Note thermometer at right



FIRST-FLOOR SEWING SECTION. Stand-up sewing machine for seams is in right foreground. Operator is able to handle these quick jobs without constantly getting up and sitting down

QUALITY ACROSS THE BOARD

Wisconsin Cleaner Maintains Work Controls in All Plant Departments

by JOHN J. DUNN

QUALITY drycleaning, like a successful politician, is everything to every man. There is hardly a cleaner in the country who is not convinced that he is doing the best job possible. In many cases when an operator talks about quality he is thinking about cleaning, spotting or finishing alone. The Madison Steam Dye Works of Madison, Wisconsin, is unusual in its controls and equipment for maintaining standards throughout the plant.

"A good job is our best advertisement" has come to be pretty much of a cliché in the industry. In actual proof of this statement, however, owner Jerry Taborsky reports that during the five years he has been associated with this plant sales have maintained a steady upward curve without substantial investment in advertising. The devices which have achieved this rise in volume range from the marking booth through the cleaning room into the spotting department and on to the sewing, finishing and final assembly.

To regulate the flow of work through the plant Mr. Taborsky has instituted what he calls a "variable" lot system. This is a combination of a normal lot and a day-tag system. The plant is set up to process a maximum of 2,000 orders per week or 10 half-day lots of 200 orders each. The marking machine turns out a 5-digit number with the first digit the lot number, the next three the order number, and the final digit designating the number of pieces in the order. Each half day the identification operator marks in two lots with a maximum of 100 orders each on tags of a single color. For example, if the first lot is 1, the second lot will be 11. However, since all the orders are marked in during the same half day, the plant knows that they will all be scheduled for delivery at the same time. The breakdown into two lots is for ease in assembly.

The control over the incoming orders rests with the routemen and the store girls. Each outlet is assigned a certain number of invoices due for delivery on a certain date. If the routemen or the clerks find pickups running heavy early in the day, they will begin about noon to suggest delivery a half day later. Efforts along these lines are required only during the heavy days of the week or during the peak seasons. When normal volume runs below the capacity of the plant, all orders are moved in under the regular delivery schedule and the actual lots may be closed with fewer than 200 orders.

Mr. Taborsky feels that the variable lot has the advantages of a day tag in that the plant personnel always know that a certain color is due out on a specific day. The colors designate promised delivery rather than merely priority. On the other hand, the adherence to some of the principles of an ordinary lot system allows standardized marking and assembly.

Like most plants Madison Steam Dye Works uses a solvent heater for bringing up the temperature of the cleaning fluid during the winter months. Last summer the plant installed for the first time a solvent-cooling cylinder. This device moves the solvent through a number of small tubes surrounded by cold water from the city mains. Mr. Taborsky reports that during some of the hot days the solvent was reduced from 100 to 102 degrees to 85 degrees or lower. The result, he states, was the elimination of excess wrinkles, a reduction in shrinkage, and better over-all cleaning.

The subject of prespotting or "slop spotting" has come in for a lot of discussion in the past few years. Some cleaners like it; some don't. Mr. Taborsky is in the middle. The plant employs a spray prespotting technique but only in the case of known stains and re-runs. Through long effort over a period of years the plant has educated its customers to identify stains where possible.

These pieces and other badly soiled garments are routed directly to the spotting department. After using the standard formulas the spotter sprays out the area with the prespotter. In the same manner he sprays pieces which have been spotted and then are due for a re-run. The idea here is to prevent the drying of the spotting agent in the garment or to eliminate the need for transferring the piece directly to the wheel. Previ-

(Continued on page 62)

SAFE PROTECTION where it counts!

Moth Seal storage bags are your best guarantee that your customers' garments will reach them properly protected. There is no other garment bag that offers such complete and lasting protection against soil and damage. There is only *one* Moth Seal garment bag—three ways better: beautiful appearance; patented fadeproof Windo (the only Windo used in storage bags that excludes all light and prevents fading); double sealed for extra protection. No other storage bag offers these unique features.

Two styles . . . Standard Cedar Grain without Windo . . . and DeLuxe Windo style!

Write for free samples!

◄ DELUXE

◄ STANDARD

Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 W. SCHUBERT AVE. • CHICAGO 39

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ASK THE EXPERTS!

Quality Furs, Inc.

MANUFACTURING FURRIERS 333 SEVENTH AVENUE, NEW YORK 1, N. Y. · CHICKERING 4-8040

September 19, 1950

National Cleaner & Dyer
H. H. Donnelly Corp.
304 E. 45th Street
New York, New York

Gentlemen:

I have just had the pleasure of reading David G. Kaplan's "Fur Book", published by you.

For the first time, fur production techniques are explained and illustrated in a manner so clear and simple, even the layman can understand it.

To say that every furrier, whether he be a manufacturer or retailer, can derive much valuable information on manufacturing, repair and remodel techniques, only begins to describe the usefulness of the "Fur Book".

I wish it were possible to place this book in the hands of every fur buyer, salesman, processer, storage man, department store, specialty shop executive and others handling fur garments, so that all would properly appreciate the whys and wherefors of fur garment craftsmanship.

Very truly yours,

By Herman Suskind

Herman Suskind

HS:MC

From one of the country's most outstanding furriers

Here are just a few of the comments of fur authorities about

THE FUR BOOK

BY DAVID G. KAPLAN

From Fur Trade Review, a leading industry weekly:

"No better praise for the latest of fur books to reach the market could be wanted than the subtitle of David Kaplan's latest work, which reads:

" 'A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling'

"And for once we're happy to receive a book that does live up to its promises. . . .

" 'The Fur Book' is recommended to both the craftsman and neophyte as enabling them to do any job correctly the first time. A good book, indeed. . . ."

From the president of Bonis Bros. Fur Machinery Corp.:

"I was particularly interested in your sections on learning how to sew, and the other descriptions of sewing methods used on common furs. This is the first time I have ever seen these principles put down on paper and with pictures and all, let alone as completely as you have done."

If you don't agree with the experts—the purchase price of only $7.50 will be refunded if the book is returned to us within five days. Send now for this

INDISPENSABLE TEXTBOOK FOR EVERYONE WHO HANDLES OR PLANS TO HANDLE FURS!

The Fur Book includes basic techniques, standard and improved methods for processing and conditioning, types of pelts, common problems and how to solve them, considerations in setting up a fur business or department. Every phase described step by step, with sample jobs in detail and fully illustrated throughout. Complete, practical, easy-to-understand presentation by an experienced teacher-furrier.

PRICE ONLY $7.50

SEND IN THE COUPON

NOW!

The NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

Gentlemen: ☐ CHECK ☐ MONEY ORDER

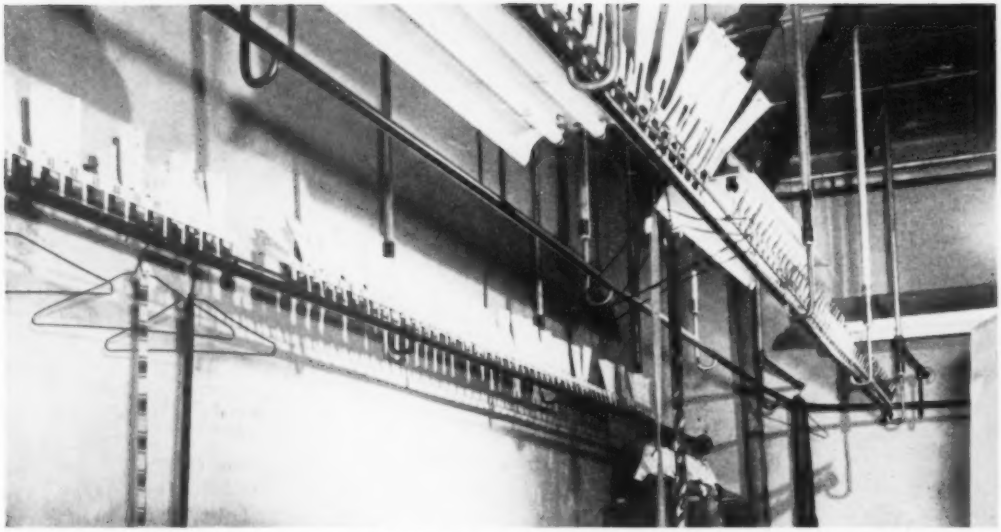
Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.

Name _____

Firm _____

Address _____

City _____ State _____



ASSEMBLY SECTION is set up to take maximum of 100 orders per lot. Two lots in single color make up half-day production for plant

(Continued from page 58)

ously Mr. Taborsky found that the spotting formulas frequently tended to move the sizing and cause rings. This spraying forestalls the need for hand-brushing and allows the piece to be put in the wheel whenever convenient.

Most belts are handled in the machine by segregating the unserviceable pieces. The belts are hand-brushed with a soap and then given a quick rinse in distilled solvent. They are then placed in bags and the wheel is run for two or three minutes. They receive a light extraction and are hung in a high-speed drying cabinet. Speed in drying is important, Mr. Taborsky pointed out, to prevent color running.

The marker and the cleaner are instructed to separate pieces with glued buckles or imitation backing. Mr. Taborsky reports that 99 percent of all belts are handled as described without individual attention.

The Madison plant prides itself on the job it does with sweaters. The pieces are placed in a soaking bath of paste soap and solvent according to the manufacturer's specification. They are squeezed out by hand and transferred to the cleaning machine for a five-minute cycle. A high level of solvent is maintained to prevent pounding. The sweaters are rinsed in fresh distilled solvent and given a light extraction, then dried in the cabinet.

AT INSPECTION SECTION girl at left vacuums lint from dark piece while operator at right places clothespin at point in need of sewing

The elimination of friction reduces the amount of "balling" of the nap. Any lumps are removed by carding with one of three types of brushes. These have bristles of different lengths and materials most effective on different types of sweaters. The sweaters are steam-blocked and wrapped. This procedure is altered only with angoras which are processed completely by hand because of their high tendency to nap.

The sweater technique turns out a good job but management admits that it doesn't allow high production. Here, as elsewhere in the plant, quality is stressed over output.

Mr. Taborsky has a rather extensive repair section set up just after the spotters. In this department are a cuff-tacking machine, a tailoring machine, a blind-stitching machine for hems, and a heavy-duty, table-mounted sewing machine used for seams.

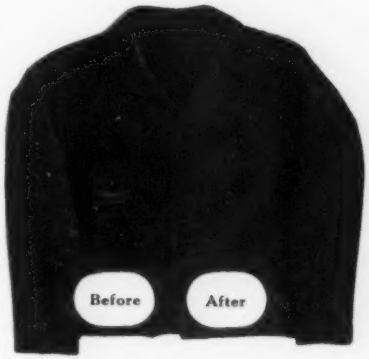
The pieces are inspected and repaired before finishing. Any additional damage incurred during finishing or noted at the final inspection is repaired at a tailoring section in the second-floor pressing department.

At final inspection, as well as in the first-floor repair department, ripped seams, loosened buttons or other points in need of sewing are marked with a spring-type wooden clothespin. In the same manner stains discovered by the inspector are signaled for the spotter by a safety pin.

During finishing particular effort is taken to avoid shine on gabardine and dark pieces. All dark garments are vacuumed with a hand machine to remove any lint. Fuzzy coats are brushed and all linings hand-finished.

As long as there are cleaners there will be arguments on what makes up a quality cleaning job. We have given some of Mr. Taborsky's ideas on the subject. They won't settle the argument but they are working for him, as reflected in his mounting sales. # #

LEATHER RESTORED AND ENRICHED BY *Colorflex*



Superior results are obtained with the use of Colorflex in restoring grain leather garments to their original state of usefulness and appearance. This is because Colorflex is a type of leather finish used by leather goods manufacturers.

Colorflex, if correctly applied, recaptures the finish that was the pride of the tanner and dyer of the leather from which the garment was originally made.

Grain leather garments properly refinished with Colorflex will not crack or peel under any climatic condition. They retain all the flexibility and feel of virgin leather, will not rub or crock, remain fast to light and may be dry cleaned without loss of color any more than newly purchased garments.

Colorflex is available in twelve colors, including black and white. They are mixed with water and applied with a sponge, brush or compressed air gun.

Colorflex Top Finishes are extremely flexible lacquers in gloss and dull tones, applied with air gun as a sealing coat and imparting water repellent qualities to the finished leather.

Write for special bulletin on

CLEANING AND FINISHING OF LEATHER

ORDER FROM YOUR DISTRIBUTOR

EATON CHEMICAL AND DYESTUFF COMPANY

Established in the year 1838

Cleaners', Dyers', Launderers' Supplies

1490 Franklin Street • Detroit 7, Michigan

Canadian Branches: Windsor and Toronto

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SHAMROCK IS FEATURED at O'Day's Cleaners of Ukiah, California. Note neon sign over entrance and back of truck

LUCK OF THE IRISH

Slogan Backed Up by Shamrock Trademark, Green-Stamp Promotion and Plant Visits

YOU might guess that a plant that uses as its slogan, "The Luck of the Irish to Everyone," would have a bright green shamrock as its trademark and use Green Stamps for advertising!

When Bob O'Day came back from the Army he

CAREFUL INSPECTION of all garments before they are bagged is done by Mrs. O'Day

MONEL SPOTTING-BOARD COVER used during prespotting displayed by owner Bob O'Day

Production Pacers

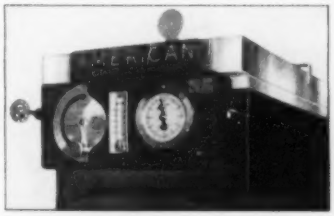
FOR YOUR SPRING RUSH

AMERICAN 44x42" ZONE-AIR Dry Cleaning Tumbler, with Automatic Temperature and Cooling Control (optional). *120 lbs.* dry weight capacity. Has improved header-type heater. Built-in Lint Drawer furnished optional.

AMERICAN 36x30" ZONE-AIR Dry Cleaning Tumbler, with Automatic Temperature and Cooling Control (optional). *45 lbs.* dry weight capacity. Also made 36x18" and 36x24" sizes; *25* and *35 lbs.* capacity. Has continuous-tube heater.

OUTSTANDING FEATURES OF *ZONE-AIR* TUMBLER

- **Dries and thoroughly deodorizes work in shorter runs with less steam.**
- **Electrically interlocked door latch starts and stops machine automatically.**
- **Only one easy swinging door speeds loading and unloading.**
- **Powerful, direct-driven, non-sparking fan produces large volume of high-velocity air.**
- **Automatic Safety Relief Door and Steam Fire Extinguisher.**
- **Steam Humidifying Device and Static Grounding Device.**
- **Available single motor drive, or double motor drive with or without reversing controller.**



Automatic Temperature & Cooling Control
Safeguards against shrinkage by *automatically* maintaining preset drying temperature . . . Cools load by shutting off heated air a few minutes before end of drying cycle . . . Times drying cycle and signals operator when cycle is completed.

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

Write Today!
FOR FREE ILLUSTRATED CATALOGS

THE AMERICAN LAUNDRY MACHINERY CO.

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decided to open a drycleaning plant of his own. After some building and equipment delays the job was finally completed and Bob and his attractive wife, "Skeeters," opened their new plant at Ukiah, California, in March of 1947. In 1948 volume averaged $400 per week. This increased to $550 for the 12 months of 1949. From January through June 1950, volume averaged $755 per week; from July through October it jumped to an $825-per-week average.

Aside from Green Stamps, which are given on all cash business, the O'Days spent on total advertising $57 in 1948; $59 in 1949, and $104.50 in 1950, January through October.

The Green Stamps cost the O'Days an average of 3 percent on the estimated 80 percent of their volume, or for the year of 1949 an average of $13.20 per month. These Green Stamps can be exchanged by customers for all types of household merchandise at the Green Stamp agency in Ukiah.

A number of features of the O'Day plant are calculated to build goodwill and bring increased volume. Cleanliness is one of them. Every evening the entire plant—walls, floor and equipment—is vacuumed with a heavy-duty vacuum cleaner installation.

Mrs. O'Day handles the store and assembly. No customer or prospective customer who has not been taken through the plant is ever allowed to leave the store without being asked to see the plant. Customers who have already been taken through the plant are invited to see any new equipment installation.

All customers who visit the plant are shown how every garment is inspected or checked three times before it is bagged. It is explained to them why they can rely on the little tag which is pasted to the outside of each bag. This tag reads:

"You can absolutely depend on this garment being Ready-to-Wear. It was inspected three times at our plant before it was placed in this bag. The O'Days."

At O'Day's Cleaners, garments are prespotted. Bob O'Day had two Monel covers made for his spotting boards. These covers save on prespotting supplies and serve as a real timesaver when it comes to cleaning the screen surface after prespotting. The covers were made of standard Monel plate by a local sheet-metal worker at a cost of $7.50 each (pre-Korea).

Every garment which goes to the spotter from the tumbler must go back to the wheel for the solvent rinse. "This second run," Mr. O'Day says, "costs us very little and completely does away with spotting rings. What's more, it allows us to turn out a much more attractive red or white—one that sells our cleaning service for us."

There's one more promotion feature—that's how the $57 in 1948, the $59 in the next year and the $104.50 this year were spent. It's a full-page display ad run in the newspaper one day a year, with this copy:

THE

LUCK of the IRISH

TO YOU

THE O'DAYS

The one day? You guessed it—St. Patrick's Day! # #

Something NEW has been added!

PRE-MARKED STRIP TAGS

REVOLUTIONIZED MARKING METHODS OVERNIGHT

- 50 Percent Saving In Marking and Assembly Time!
- Eliminate Transposed Numbers . . . . Claims!
- Clear, Bold Numbers . . . . No Eye Strain!
- Ink Damage? . . . . Throw Your Ink Away!
- Tear Them Off - Staple Them On - That's All!

10 BRIGHT COLORS

Numbers 1 to 30 In Each Color

That's 300 Color-Number Combinations

1,000 STRIPS PER BOX

Each Box Numbered 001 to 1000

6 TAGS EACH STRIP

★ PRICES ★

$3.50 BOX — COLORED

$3.30 BOX — WHITE

Ask Your DISTRIBUTOR — or — WRITE TO US

NOW NEW -20-

SPECIAL INSTRUCTION TAGS IN 6 BRIGHT COLORS

A COLOR FOR EACH DEPT.

LET TOKEN-TAGS SHOW YOU HOW TO — Do It RIGHT the FIRST Time

They demand attention

FOR BEST RESULTS — USE OUR TAGS TOGETHER

PRE-MARKED STRIP TAG CO.

3232 INDIA ST. — P. O. BOX 2430

SAN DIEGO, CALIFORNIA

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LOOKED AT FROM ANY ANGLE....

BRUSH-OUT

Does it Better!

- Gets the Dirt at the Start
- Leaves Extra Costs for Spotting and Finishing In The Wheel
- Dry Side
- Wet Side
- On the Board

BRUSH-OUT IS THE ANSWER TO YOUR DRYCLEANING SOAP PROBLEMS

Brush-Out can be used in the wheel on the dry side . . . or as a moisture soap . . . or as a hand brushing soap or as a soaking solution.

Brush-Out gives you faster turn-over by really doing the work in the cleaning room.

Brush-Out therefore makes for better spotting . . . free of circles, no dirt left.

COMES OUT IN THE FILTER

Brush-Out does not "build up" in the system and does not decompose to form mineral acidity in distillation, therefore no still corrosion.

You Will See the Difference the Minute You Lift the Load

There is a Caled Product for Every Dry Cleaning Need.

CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

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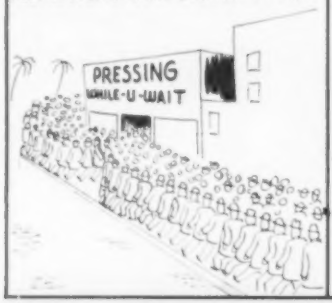
25 YEARS AGO.. MARCH 1926

AMERICAN DYE WORKS OPENS "PRESS WHILE-U-WAIT" SERVICE STATION IN DOWNTOWN LOS ANGELES... 78,000 PEOPLE PASS LOCATION IN SINGLE DAY



SURVEY CONDUCTED TO DETERMINE CAUSE FOR LOST CUSTOMERS, SHOWS... OUT OF EACH 100 CASES:

68 DRIFTED AWAY THRU INDIFFERENCE
9 CHANGED FOR BETTER WORK & LOWER PRICE
3 MOVED FROM NEIGHBORHOOD
14 QUIT BECAUSE OF UNSETTLED CLAIMS
5 INFLUENCED BY FRIENDS TO CHANGE CLEANER
1 DEAD, OR UNACCOUNTED FOR

CALIFORNIA COURT OF APPEALS ALLOWS.... EMPLOYER (MASTER) TO DISMISS EMPLOYEE FOR DELIBERATE VIOLATION OF A RULE, ORDER, OR INSTRUCTION.

10 YEARS AGO.. MARCH 1941

DUPONT ANNOUNCES NYLON THREAD FOR SEWING BY HAND OR BY MACHINE HAS BEEN PERFECTED AFTER MONTHS OF RESEARCH HAS GREAT STRENGTH, IS HEAT & ROT RESISTANT

DELIVERY TRUCK MANUFACTURER URGES TRUCK OPERATORS TO ANTICIPATE NEEDS & BUY WHILE MATERIALS ARE STILL AVAILABLE. WARNS FUTURE DEFENSE NEEDS WILL CAUSE SHORTAGES.

LADIES HOME JOURNAL REPORTS AMERICAN WOMEN SPENDING $2,800,000,000 YEARLY ON CLOTHS AND ACCESSORIES... CLEANERS' SHARE FOR PROPER CARE OF THESE GARMENTS IS TOO LOW

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

"ADVERTISING?"

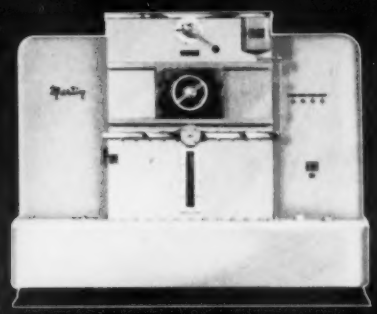
YOUR LONG, HARD CAMPAIGN TO 'SELL' THE RURAL TRADE ON THE ADVANTAGES OF DRY CLEANING SERVICE SEEMS ABOUT TO BEAR FRUIT WHEN ONE OF THE MAIN 'HOLDOUTS' WALKS IN WITH HIS SUIT... BUT, THIS IS WHAT HE SAYS: "HERE'S THE SUIT I GOT MARRIED IN 52 YEARS AGO... AIN'T WORE IT SINCE. FIGURE I OUGHT A LOOK NICE AT MY FUNERAL. SO FIX IT UP AND KEEP IT TILL MY TIME COMES, SON."

Thanks to Leo Paul Cash Clothiers, in Memphis, Mo.

— Lou Bellew

THE *Martin* AUTOMATIC PETROLEUM SYSTEM

FOR STODDARD (105°) or SAFETY (140°) SOLVENTS



THE *Martin* 33
PETROLEUM SYSTEM

for

MORE · **PROFIT**
VOLUME

BETTER · **QUALITY**
SERVICE

Here's your entrance to gain *extra profit*...the automatic operation of the Martin Petroleum system saves you time and labor, lowers your operating costs and saves on solvent outlay. This compact unit requires little floor space. The patented ISOVIBE vibration control eliminates the need of special floors or foundation.

The injection of soaps and detergents, filtering, washing, draining and extracting are automatic. Time cycles are adjustable. You never handle soaking, dripping garments.

Investigate the many advantages of owning a Martin.

Available in capacities from 33 to 66 lbs. per load.

For the complete story, contact your Martin salesman or write Martin direct.

Martin
EQUIPMENT CORPORATION
789 Hertel Ave., Buffalo 7, N. Y.

Bill Glover Provides the last

PRICES START AT $175.00 FOR THE BASIC MODEL G

The New Sensational

Glover SPOTTERS' SILK SPOTTING MACHINE

MODEL GD

VACUUM NOW STANDARD ON ALL SPOTTING MACHINES

Nowhere else can you find all these features except in the SPOTTER'S Spotting Machine. (1) Adjustable height spotting and tamping top with steam or air vacuum. (2) Narrower, steam spotting nose. (3) Faster drainage. (4) Improved visibility. (5) Top quickly removed for cleaning by unscrewing knob underneath pan. (6) Vacuum arm with extra-powerful, built-in steam or air vacuum. (7) Hot air drying attachment. (8) Simplified Simplex Steam Spotting and Hot Air Valves. (9) New Tubular-type Separator with extra capacity for inexhaustible moisture supply. (10) New trough shape garment basket with adjustable height. (11) Handy chemical tray. (12) Choice of three types of tops. (13) Ventilated plastic-handle steam gun always handy. No lost time hunting for gun . . . always snaps back to standby position. The Glover Model GD Silk Spotting Machine shown above with all these features, except less water spray gun, only $295.00.

BASIC MODEL G

Includes spotting and tamping top with adjustable height control lever, base assembly, steam separator, Glover simplex valve and spotting gun.

CONCENTRATED VACUUM for CHEMICAL STEAM SPOTTING

WETTED AREAS DON'T SPREAD PERFECT CONTROL, ALWAYS

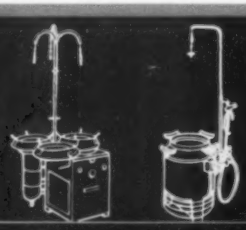
Profit with the fastest chemical-steam spotting. Makes the spotter master of every situation. No worries about feathering, tumbler drying discoloration, sizing rings, "go-backs", water rings. Concentrated pulling power for small stains or for hard-to-manage parts. Adequate tamping area, too. Flush the spots away with water or dry solvent in a jiffy. Glover Concentrated Vacuum whisks away fluids, prevents spreading.

Nose without screen to show water drain without clogging—no obstruction in bottom to interfere with cleaning.

The Choice of the Majority

LARGE SCREENED AREA WITH OVERALL VACUUM

This Top when combined with a separate Tamping Arm with Concentrated Vacuum in the nose will remain the featured Spotting Machine in the Glover line. The vast majority will find this model best suited to their work because less than 10% of all spots are chemical spots. It is obviously impractical to devote 90% of the spotting surface to tamping area for 10% of the spotting. For the chemical spotting (10%) the separate Concentrated Vacuum Spotting and Tamping Arm is ideal. The large screen area on the main board is a must for production steam spotting (90% of all spotting).



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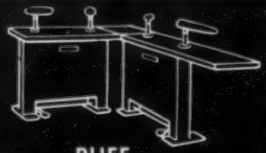


PUFF IRONS

word in STEAM SPOTTING!

BOTH MACHINES

Each Simplex Valve constructed to give perfect moisture control, delivering either blue dry, moist or wet steam to the spotting gun. A similar Simplex Air Valve, with identical replaceable parts is used in the Hot Air Attachment with the addition of a throttling sleeve to obtain the exclusive air pressure control feature.

NO OTHER VALVE IS AS EASY TO SERVICE

...and the NEW, Worthy Companion

the Glover WOOL SPOTTING TABLE

MODEL WD

PRICES START AT $198.00 FOR THE BASIC MODEL W

Featuring

HOT AIR DRYING ATTACHMENT

An exclusive Glover Design Air Heater, connects to air compressor. Attachment includes the Simplex Valve with special air pressure control feature, foot pedal, shaft and operating rod. Low pressure hot air permits working close to garment without injury to fabric. Dries faster, removes loose dye, prevents rings and eliminates feathering problem.

SPOTTING and TAMPING ARM

Screened nose and built-in concentrated vacuum area. The long tamping surface is marble-hard formica. Pull arm in to working position and vacuum comes on. Release and it automatically shuts off. Chrome finish. Specify steam or air vacuum when ordering.

Again Bill Glover makes real progress in helping you get MORE and BETTER work out in LESS TIME! This brand new Glover Wool Spotting Table brings you all the advantages of the sensational new Glover Silk Spotters' Spotting Machine to Wool Spotting . . . thanks to the board of expert Spotters who designed and tested it. Big, roomy 34 by 42 inch table top of stainless steel with a 16 by 32 inch perforated area for spotting. Plastic Handle Spotting Gun snaps back to standby position instantly. Adjustable height and tilt control. Tilt to any angle desired. Spots faster because fewer lays are needed!

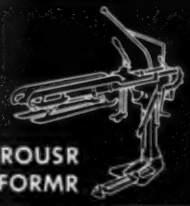
Incorporates the years-ahead features of the SPOTTERS' Silk Spotting Machine . . . adapted to the special requirements of Wool Spotting.

NOW— The perforated spotting area is covered with a fine Stainless Steel Screen to eliminate the impressions left on linings by the perforated area. The Stainless Steel Screen complete with frame and bolts is available to fit all earlier model Glover Wool Tables. No drilling required.

When you buy a Glover you not only buy the best but you also buy standard equipment that may be kept up-to-date by our policy of adapting improvements to our previous models whenever possible. The Glover Model WD Wool Spotting Table shown above with all features, except less water spray gun, only $298.00.

BASIC MODEL

Includes solid stainless steel spotting table with height and tilt adjustments, base assembly, steam separator, Glover simplex valve and spotting gun.



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FINISHING BOARD

SUCCESSFUL BUDGETARY CONTROL

Part II. Budgeting and Control of Expenses

by GORDON McKEE

Plant Manager, Jarmain's, Ltd., London, Ontario

This is the second and concluding part of Mr. McKee's description of a method of controlling drycleaning plant costs by means of a preplanned budget. The first, which appeared in our February issue, dealt with the budgeting and control of sales costs and of labor costs.—Editor.

FROM the point of view of control, the expenses, other than labor, of a drycleaning business fall into four general classes:

The Expense Budget

1. Fixed Uncontrollable Expense
   - Rent
   - Taxes
   - Insurance for which the premiums are fixed
   - Depreciation
   - Interest on borrowed capital
   - Executive salaries, if not included in labor budget
   - Services purchased under fixed-payment contracts, such as:
     - Regular telephone service
     - Maintenance contracts for window cleaning, floor polishing, lamps, typewriters, timeclock, etc.
     - Legal retainers and audit and advertising service fees, etc.
2. Variable Uncontrollable Expense
   - Insurance premiums determined by fixed ratio to either sales or payroll
   - Agents' commissions
3. Fixed Controllable Expense
   - Fuel
   - Electric power and light
   - Repairs and maintenance to buildings, plant equipment, trucks, store properties
   - Miscellaneous supplies and expense
   - Holiday pay
   - Pay for sickness and time off
   - Employees' welfare and entertainment
   - Gasoline and oil for trucks and cars
   - Other route expense
   - Store heating, utilities, other expense
   - Bad debts
   - Advertising
   - Sales promotion
   - Office expense and stationery
   - Long-distance telephone and telegraph expense
   - Travel, entertainment and other administrative expense
   - Donations, dues and subscriptions
4. Variable Controllable Expense
   - Direct supplies
   - Invoices and stationery supplies
   - Claims payments

Of the above mentioned four classes of expense two are considered to be uncontrollable and two controllable; two are considered to be directly variable with the volume of business and two fixed regardless of the volume of business. The criterion of variability requires no comment. The criterion of controllability is the extent to which the manager of the business must exercise a conscious control in order to insure that the actual expense will not exceed the budget.

Those expenses that have been classified as uncontrollable are determined by fixed contractual obligations, capital commitments or impositions. So long as no changes are made in the contracts, the capital or the tax situation, the expenses will remain constant and either fixed with respect to time or directly variable with the volume of business. Those expenses that have been classified as controllable could exceed the budget allowances if the management did not take some action to prevent waste, extravagance and impulse purchases not anticipated by the budget.

It is a simple task to set budget allowances for the two uncontrollable classes of expense. It is simply a matter of reviewing the contractual and other fixed commitments of the firm and writing down the amounts.

Past experience must be used as a guide in setting the allowances for the controllable expenses but, as in the cases of sales and labor, future plans must constitute the real basis of the budget and each expense must be studied in detail. The following brief notes may be helpful:

Fuel: Budget physical quantity first and then extend it at the expected price. In order to budget physical quantity determine the proper hourly rate of consumption for the plant and multiply it by the expected number of hours of operation in order to produce the budgeted volume of business. If the result is at variance with past experience look into the plant's overtime practice and the engineer's capability.

Power: Make an estimate of the plant's demand and price it out at the local rates. If this produces a figure at variance with past experience have the local utility company or an engineer investigate.

Repairs: Make a careful survey of the state of all properties and list all jobs that will have to be done

the all-important extra

A corsage means a lot to your lady fair. MONITE Insured Mothproofing means even more to your value-seeking customers.

Each is an **extra** . . . the corsage an extra thoughtfulness, MONITE an invaluable extra service at **no extra cost.** Each is that **all-important extra** that every time will tip the scales in your direction.

Do you know that in spite of our increased costs, the cost of MONITE has not increased since July 1941?

Still only 1½ cents per garment!

Applied in the wheel . . . no extra labor or equipment required.

Adco, INC.

MONITE INSURED MOTH PROOF CLEANING PROCESS

SEDALIA, MO.

Manufacturing chemists since 1908

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during the budget period. Have contractors estimate all of the jobs and add something for emergencies.

Miscellaneous supplies and expense: This item simply should not exceed $10 per week.

Holiday pay: This item can be estimated accurately from the labor budget.

Pay for sickness and time off; employees' welfare: These items can only be determined on the basis of policy and past experience.

Gasoline and oil: Estimate the number of miles that will have to be driven. Determine the gasoline mileage of the trucks. If the budget produced is out of line with past experience, investigate.

Other route expense; store utilities, heat, other expense: Write out a list of the physical quantities of everything that should have to be purchased and price them out. Check against past experience.

Bad debts: A local problem.

Advertising, sales promotion: Consider the number of lines of newspaper space, the number of radio occasions, the amount of yellow page, poster and other advertising that should sell the budgeted volume; price all of the above at the local rates and then plan when and how the total quantities will be used.

Office expense and stationery: A fairly accurate list of these requirements can generally be drawn.

Long distance and telegraph: Consider how often and for what these services are needed.

Other administrative: How much traveling and entertaining do you intend to do. What does it cost you per day to travel. What other expenses do you have.

Donations, dues, etc.: Company policy. It is best to write out a list of organizations to which you intend to contribute and add something for unforeseen demands.

Direct supplies: Write down a list of all of the supply items that you use and the amount of each that you should use to process 1,000 pounds of work. The important figures can be determined accurately. Solvent, for instance, should be close to ⅓ pound per pound of garments. If the resulting estimate is out of line with past experience, investigate. Finally arrive at a cost per 1,000 pounds and apply to the sales budget.

Invoices: Determine the dollar sales value of an invoice and apply to the sales budget.

Claims: Based on past experience and a review of the firm's policy.

All of the above is merely intended to indicate that it is not good enough to say that "fuel cost" should be so much percent of sales. If the budget is to be worth the paper it is written on, a sincere attempt must be made to determine the actual comfortable quantities of all supplies and services that will be required to operate the business. It is a big job, but it is worth doing on account of the simplification that it makes in the subsequent job of controlling the expense.

Budgetary Control of Expense

The two uncontrollable groups of expenses are by definition uncontrollable on any day-to-day, week-to-week or month-to-month basis. The manager of the business can dismiss them from his mind as far as his regular routine is concerned. His control over them is exercised only at such times as he rents property, buys machinery, borrows capital or undertakes some contractual obligation. At such times he should thoroughly investigate the effect that his proposed action will have on his budget and this is one of the most important uses of the budget. However, such transactions are not part of the routine operation of the business and they are not control functions as that term is generally understood.

Just as in the case of labor, there are two steps in the budgetary control of the two groups of controllable expenses. The first step is to simply not purchase anything for which provision was not made in the budget. That last sentence again emphasizes the need for drawing the budget in terms of physical quantities. If the authority to make purchases is decentralized, the total budget must be broken down to the superintendents so that each of them can know the exact limit of his authority in terms of physical quantities. Again, as in the case of labor, such a limitation should be regarded as a simplification of the superintendent's job.

The second step in the budgetary control of expense differs somewhat from the second step in the budgetary control of labor. Because many of the expenses are not incurred on any regular weekly or monthly basis the control should consist of a monthly review of what has been spent, what remains available to spend, and what has to be bought. The manager of the business should have prepared a monthly report showing for each item of controllable expense the total amount that has been spent, the budget allowance for the year, and the unspent remainder of the allowance. He should then arrange to be undisturbed for an afternoon or an evening, and consider each one of the expenses, item by item, writing down for himself a list of all the purchases that he expects to have to make before the end of the budget period and checking that their total does not exceed the amount of money that he has left to spend.

In other words, the manager should rebudget his operations each month for the remainder of the budget period. Provided he will do that, and provided he has drawn his budget carefully in the first place, he can always find some way to get through the budget period within the budget expense allowance.

That is a broad statement but it is based on the writer's personal experience. The only further aid to such control that can be suggested is that the manager, the person exercising the control, should be the person out of whose pocket any expense in excess of budget will have to be paid.

In order to control the variable controllable expenses the manager should obtain a monthly statement of the cost per 1,000 pounds of work cleaned. If that cost is less than the budget allowance he need not concern himself further about the matter. If, however, it exceeds the budget allowance, then a detailed statement should be prepared showing the amount of each supply item that has been purchased. Such a statement can be easily prepared if the office is instructed to file current invoices according to the supply classification, rather than according to the name of the supplier. Such a statement will usually point directly at the difficulty and suggest the required action.

The control functions described above are simple to apply and once they are in operation they will not, normally, take more than a day a month of the

Best Suited to your plant's needs!

That's 400 with its multiple advantages that make it "Tailor-Made" for every type of cleaning operation. 400 is manufactured with no moisture content to suit the cleaner that does not use moisture in his cleaning operation. Yet—400 has the ability to carry any amount of moisture that could be desired by the cleaner who is moisture-conscious and economy-minded.

1. 400's patented "Food for Fabrics" ingredient restores vital natural oils to every type of fabric.

2. 400's maximum efficiency means minimum labor costs... less spotting, finishing, wet cleaning.

3. 400's "wide margin for error" lets inexperienced help do expert cleaning.

4. 400's positive moisture control insures perfect cleaning . . . any climate, any time.

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400
LIQUID DRY CLEANER

it's made its way . . .
by the way it's made

manager's time. If sufficient care was exercised in the original drawing of the budget the monthly reports should contain few surprises. If some of the expenses do get out of line a comparison with the budget will generally indicate the means of correction. Again the technique prevents worry over nonexistent trouble and leaves the management free to control service, quality and other important functions.

The Budget Summary

The sales, labor, and expense budgets can be written down in the form of a pro forma operating statement and the budgeted profit determined. The first attempt will almost invariably be disappointing. That, however, need not be grounds for discouragement. In setting a budget to control one's own operations there is a strong tendency to make it as lenient as possible—and that is the right way to do it. Too tight a budget can only lead to failure and disappointment. However, if the first attempt was too lenient to show a satisfactory profit it can be tightened up in a second or third attempt. The drycleaning business can be profitable; therefore a budget can be drawn to show a profit. If such a budget could not be drawn the business would have no hope of making a profit.

If it is necessary to rework the budget in order to make it show a profit, care should be taken not to discard detail or to distort the relationships between the various aspects of the business. For instance, it will do no good to say with grim determination that fuel cost must be reduced by $1,000 unless the means of reducing it is also specified. Again, it would be a mistake to reduce the advertising budget if that would result in the sales budget not being realized.

These points illustrate one of the most important aspects of budgetary control. It should be a means of insuring that the various aspects of the business are kept in proper relationship with each other. Too often a loss or poor profit is not due to any inefficiency in any specific aspect of the business but rather to a poor conception of the over-all operation—a sales program to produce $250,000 and a delivery system that is being pushed to the limit at $200,000, or a fine advertising campaign and a niggardly claims policy, and so forth. The act of preparing an over-all budget for the entire operation should show up and correct such errors.

Budgetary Control vs. Cost Accounting Control

Most firms operate a cost accounting system which they use as a control device. The weaknesses of such control are these:

1. The control is after the fact rather than before—remedial rather than preventive.

2. Departmental costs, as they are usually expressed in percent of sales, are too sensitive to volume for easy interpretation.

3. If overhead is distributed to departmental cost accounts, as it usually is, the resulting costs are too complicated to analyze so that the cause of an excessive cost is difficult to find.

4. The system is expensive to operate.

On the other hand, the advantages conferred by the budgetary system are these:

1. The control is directed to a specific minimum profit and the method of realizing it is clearly specified in detail.

2. The effect of variations in volume is eliminated as far as the control system is concerned.

3. It is expense rather than cost that is controlled so that the figures used do not require analysis in order to interpret them.

4. The amount of bookkeeping required is minimized. No distributions are required and it is only lethargy and tradition that are holding the author back from operating his own ledger with a mere six operating accounts as follows: Sales, Labor Cost, Uncontrollable Fixed Expense, Uncontrollable Variable Expense, Controllable Fixed Expense, and Controllable Variable Expense.

The Budget as an Aid to Management

It was pointed out in the introduction to this article and repeated several times throughout it that budgetary control simplifies the job of managing a business. One aspect of that simplification should now be perfectly clear. The system provides three things:

1. A detailed plan for making a profit.

2. Certain "automatic" controls for insuring that the plan is followed: (a) reasonable sales budget; (b) restrictions on hiring; (c) restrictions on purchasing.

3. Simple records that give early warning of any tendency toward an adverse deviation from the plan and also indicate the cause of the deviation. Sometimes the proper correction is also indicated.

Those three things should lift the entire burden of worry with respect to profits from the shoulders of the managers. It is true that no budget ever cleaned or pressed a suit or did either of them economically or got an order out on time. But, if the manager can relieve himself of financial worries he should be able to perform his operating functions with greater efficiency.

Financial control, however, is not the limit of the budget's usefulness. It can and should be used as a guide in reaching any decision with respect to the operation of the business. Because it presents a picture of the entire operation showing the interrelationships of the various aspects of the business, reference to it should prevent decisions that would result in one aspect getting out of line with another. It should also enable the manager to consider his problems in exact dollar terms rather than in nebulous terms such as quality, goodwill and labor relations.

For example, if it were proposed to add a direct operator to iron linings it would be easy to compute the additional direct cost of the operator. Reference to the budget would then show the additional volume that would have to be realized in order to cover not only the additional direct cost but also all other expenses incidental to the additional volume as well as the same relative or absolute margin of profit as the business has been earning. The problem would in that way be reduced to the question of whether or not ironed linings would increase the sales by so many dollars per week. The problem is still not solved but it is more likely to be correctly solved than it would be if it were simply stated as the question of whether or not it pays to iron linings. When problems are reduced to exact numercial questions they have a way of solving themselves.

In conclusion, this article has simply described a system for accomplishing the following objectives:

1. Requiring management to define its objectives and to state reasonable and exact plans for realizing those objectives.

2. Providing management with certain automatic and certain conscious controls for following the plans and relieving management of worry over noncontrollable factors.

3. Providing management with a tool for reducing management problems to exact numerical questions in terms of dollars.

That is budgetary control. # #

Here's what cleaners like and what they say about

THE CISSELL CUFF BRUSHER

"Man, it takes the load off my filters ...keeps my solvent cleaner"

and that's reason enough for you to like it, too! Use the Cissell Cuff Brusher to clean trouser cuffs and pockets—to remove all traces of dirt and lint. **IT'S FAST!** No lost motion. The process of tack cutting and hand-brushing is eliminated. Brush one or two cuffs or four pockets in one operation. Ordinary cuff tacking is NOT torn loose. Quick use of Auxiliary Brush removes dirt from under cuff tacking . . . **IT'S THOROUGH!** It removes dirt not accomplished by regular cleaning process. It takes the load off your filter—keeps your solvent cleaner . . . **IT'S SAFE!** Fool-proof construction. Operator's hand or arm may be extended down through brushes without injury . . . **IT'S SANITARY!** Free dirt and lint do not annoy operator . . . **IT'S GUARANTEED FOR ONE YEAR** against any mechanical defects . . . **IT'S BUILT TO CISSELL QUALITY STANDARDS,** known the world over in the drycleaning and laundry industries. The Price, $135.00. F.O.B. Louisville, Ky.

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Consult Your Jobber

Brush those cuffs CLEAN

QUESTIONS and answers

Carbon on Linen

Something dulled the color on parts of this tan linen dress. Whatever it is we don't seem able to remove it.—*M.P.R., Texas*

TESTS under ultraviolet light show that the stained areas contain a carbon soil. Possibly it is activated carbon that was spilled or rubbed on the garment. Such stains frequently appear when activated carbon is added to the wheel instead of through the button trap. Another possible source of the stain is through dropping the garment on the floor and grinding soil in by walking on or driving a hamper over the garment. The customer could have done it by handling a stove-pipe or some other source of soot.

If the stain did not come out in the regular dry-cleaning process, it is unlikely it can be wholly removed. However, the stain may be reduced by soaking the entire garment in a water bath containing a penetrating agent and ammonia. If the color of the garment will stand it, the soaking should be overnight, making certain that the entire garment is kept submerged.

Glacial Acetic Damaging

Why would acetic acid damage this fabric? We used no other spotting agent on it.—*L.D.C., Indiana*

THE material you sent us was cellulose acetate rayon. The damage is the result of using concentrated acetic acid. Acetic acid is commonly used as a spotting agent, but it should never be used in concentrations greater than 28 percent. Glacial acetic acid which is almost 100 percent in strength will partially dissolve acetate fibers. Such damage cannot be restored.

To make up a 28 percent acetic acid solution, 72 cc. of water should be mixed with 28 cc. of glacial acetic acid, or 144 cc. of water with 56 cc. of acetic, etc.

Damage will also result to cellulose acetate fibers if formic acid is used in a strength greater than 10 percent. Other chemicals damaging to acetate are pyridine, acetone, ethyl acetate, chloroform, etc. Alcohol may not damage the fiber but will cause severe bleeding of acetate dyestuff. In any doubtful case, it would always be well to test the spotting agent on the fabric if it contains acetate.

Alkaline Deodorant

This green dress was badly stained under the arms. We spotted it by dipping the dress in solvent and using the steam gun lightly. Apparently the moisture took the color from under the arms. We paid the claim to save a customer, but would like recourse from the store that sold the garment. Will you give us a letter blaming the manufacturer for the loss of color?—*M.S.C., Washington*

WE cannot in any fairness blame the manufacturer or the fabric for the damage to this garment. There is no reason to condemn it for the quality of dyestuff since thousands of such garments are handled safely every day.

The dyestuff is fast to acid, alcohol, dry solvents and neutral wetting agents. It is slightly fugitive to alkali.

The loss of color was due to a strong alkali. Since it is chiefly confined to the underarm area where the dress was badly stained from perspiration, it is probable the damage is due to an alkaline deodorant.

Such damage usually occurs when a customer puts on a garment before allowing a deodorant to dry or when she uses the deodorant in excessive amounts.

Scorched Pants

These gray tweed trousers have a brown tinge along the crease which our customer claims we caused by scorching. Since we have no equipment that could scorch a fabric, please help us explain the actual cause of the stain.—*G.C.D., Massachusetts*

UNDER the ultraviolet light, it is apparent that the stain is scorch. It is so slight that it is almost impossible to detect with the naked eye (which raises the question of how the customer knew it was scorch in the first place).

The trousers, of course, were pressed in the dry-cleaning plant by a steam press, and scorch was impossible. This should absolve the drycleaner. The scorch might have been caused by the use of an electric iron at home in touching up a crease, or by a tailor using a hand iron for the same purpose.

It is quite possible that this slight discoloration can be cleared up by applying 10 percent hydrogen peroxide to the affected area and allowing it to lie exposed to the sun for about half an hour. Although there is slight chance of affecting the dyestuff, it is advisable to get permission of the customer before doing this, since up to this point the drycleaner is not responsible for the damage.

When to Quit

Ordinary paint remover was used on this brown dress. What caused the loss of color?—*A.C.T., Canada*

TESTS show the spots are not paint but a "wet" ink—most likely a blue-black. The first error seems to be the fact that a wet stain was being worked on the dry side. The second error was the excessive use of a bone spatula, causing the dye to crock off and resulting in considerable loss of color from the garment.

Since the stain originally was probably well absorbed into the material, it should not have been regarded as a paint stain, which usually is built up on the surface of the fabric.

The most important precaution for any spotter when treating a stain is to pay more attention to the effect of the operation on the garment than to its effectiveness in the removal of the stain. The customer can never reasonably blame you for putting the stain on the garment, but she does have every reason to hold you responsible for further damage to the garment.

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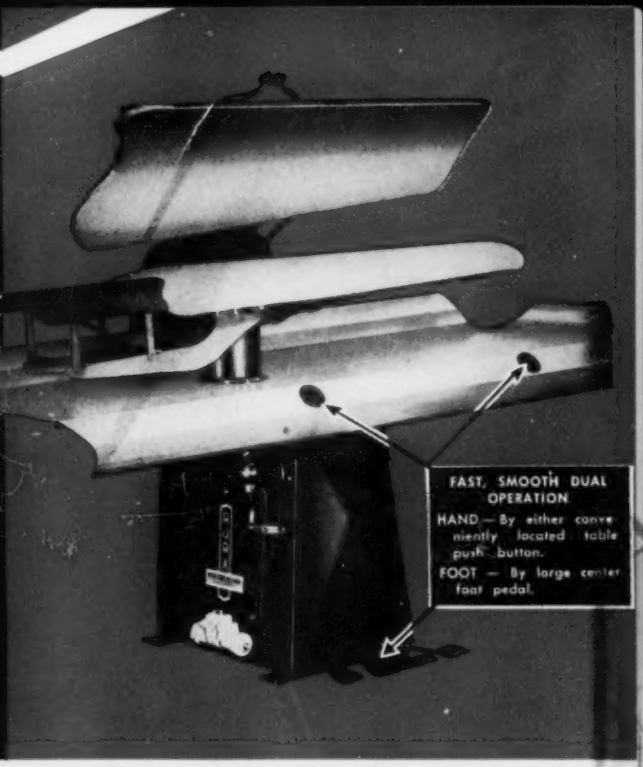

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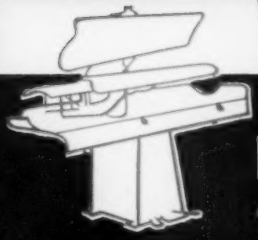
Only AJAX DRY CLEANING PRESSES can boast these Exclusive Features:

1. Quickly Detachable Valves — all valves are clamp mounted and can be removed instantly. No threads to strip. Positively Trouble Free. Only seconds to change.
2. GIANT WELPCO BUCK STEAM VALVE GIVES ONE SECOND buck steam. FASTEST STEAMING PRESS!
3. POWERFUL VACUUM, either with steam or air as requested. Vacuum Valve and head valve are interchangeable.
4. All Welpco valves have stainless steel seats, monel stems, and Inconel springs for lifetime performance—no rust, no fatigue, no wear — No trouble.
5. All Steel Construction throughout — Steel Heads and Bucks are scientifically designed for fast responsive steaming as well as thorough distribution of steam.
6. "Built-In Reservoir" in lower buck assures quick starting every morning, eliminates wet bucks, and permits steam of proper moisture.
7. Fast Smooth Single Air Cylinder operation designed for simplicity and low cost maintenance.
8. Any desired pressure from contact to high pressure can be controlled by the operator at will.

YES! The "Slickest" Dry Cleaning press on the market today is Ajax. It is free of complications, speedy and efficient. Its simplicity of design, exactness in engineering, sturdy construction, low cost of maintenance and easy operation make it the press of the future. Its advantages are outstanding.

Since 1929 — 22 successful years of manufacturing Ajax Laundry and Dry Cleaning Presses guarantee your complete satisfaction.

Ajax Presses are distributed nationally by Prominent Dealers and Distributors who maintain complete sales and service facilities. Send us your request for the name of the authorized dealer nearest to you and for descriptive literature and additional specifications.



WESTERN

LAUNDRY PRESS CO.

619 SOUTH FIFTH WEST - SALT LAKE CITY, UTAH

SISTERS Hattie (left) and Dee Haney give de luxe service to top-income group in Dallas and vicinity. Hattie is secretary of local cleaners' association

All-Woman Plant

Skill, Psychology and Packaging Sell High-Price Cleaning Service

by LON FANALD

SEVENTEEN years of department-store experience proved a fruitful background for operating a top-bracket drycleaning business in Dallas, Texas. In charge of merchandise maintenance for Neiman-Marcus, one of the country's finest large stores, Hattie Haney was daily faced with the problem of having store- and customer-damaged garments cleaned and repaired.

Customers were constantly asking where they could get their high-priced garments cleaned. In 1949 Miss Haney decided to open on her own a plant to fit the cleaning, service and packaging requirements of the store's high-income clientele. When the unimpressed banks refused a loan, she persuaded her sister Dee to join her in a partnership. With $10,000 borrowed on their homes, they bought a synthetic unit and the other essential equipment, and opened Dee and Hattie, Specialists Cleaners, in a low-rent district, 7 to 15 miles from the district where 90 percent of the business originates.

The plant opened with three workers—Hattie, her sister Dee and another sister. In less than a month a seamstress was added. By the end of the year they had 15 employees, all women. Even the truck is driven by a girl, uniformed in black slacks trimmed with white braid, a long-sleeved white silk blouse, white socks and black shoes tipped in white.

After the second month, without solicitation Dee and Hattie began to receive work from out of the city. They now average five packages a day, with an average of four garments to the package. The customer is asked to send in more than one garment; if there is only one there is a substantial extra charge.

Prices range from $2.50 for a plain dress to $15 and on up to $25 for some formals. Men's work, at $2 up, accounts for approximately 20 percent of the volume. Children's clothing is not, however, accepted. Service is 10 days on formals, four days on other work. No promised date is given on ties, of which they do over 100 a week at a $1 charge. The plant will give any service the customer needs or requests, at an extra charge. About 90 percent of the business is charge, with no losses.

By the end of 1949 the plant was doing a volume of $2,000 a week and by June of 1950 it had risen to $2,500—with no advertising except by word of mouth.

How did they do it?

First, Dee and Hattie gave the kind of drycleaning service wanted by the carriage trade of Dallas and the surrounding area—a community with a very high concentration of wealth. And they gave it with suitably dressed-up packaging.

On any single order running over $15, the garment is returned in a plastic bag at no extra charge. The bags cost an average of 50 cents each.

Tissue paper is bought by the truckload at $19 a ream. At the assembly desk, inspection stand and wrapping table are great piles of white tissue-paper sheets. All coats and dresses are stuffed with tissue before they are bagged or boxed.

Two sheets of tissue are held together at the corner, given a shake to make them fluffy; then the corners are twisted and put over the hanger under the right shoulder. The bottom ends of the two sheets are then crushed up into the shoulder, leaving a middle loop which fills out the bust. The left shoulder and bust are stuffed in the same manner. Before a coat is buttoned, two more sheets of tissue are crumpled and molded to fill out the bust, if needed. Formals are stuffed with lightly crumpled tissue until the body is filled out from the hipline up through the bust.

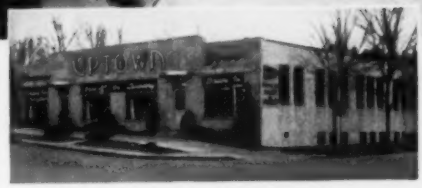
For out-of-town shipment, single suits are packed in small boxes and larger orders in mammoth-sized boxes which will hold a formal without folding. Single suits are stuffed as described above, then a sheet of fluffed tissue is run through each sleeve. The coat is folded and the sleeves bent at the elbow as they will be when

America's Outstanding

dry cleaners depend on...

HUEBSCH
OPEN-END
TUMBLERS

Four 36"x30" and two 42"x 42" Huebsch Tumblers are installed in this space-saving arrangement at Uptown Cleaners and Dyers, one of the leading dry cleaning establishments in Milwaukee, Wisconsin.



● Huebsch Open-End Tumblers must be good... more than 70,000 are now in daily use, more than all other makes combined! Everywhere, Huebsch proved performance... and Huebsch well-known acceptance... make Huebsch the *wanted* tumbler.

COMPARE HUEBSCH ADVANTAGES...YOU, TOO, WILL CHOOSE HUEBSCH

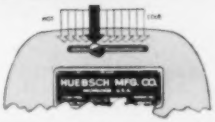
- ***Fast, Thorough Drying and Deodorizing.***
- ***Saves Labor***... easier and faster to load and unload. Just snap the switch, open the door. No inching, braking or cylinder aligning.
- ***Low Initial Cost*** resulting from volume production by Huebsch.
- ***Less Maintenance.*** Sturdily built to take the day-after-day punishment of drying capacity loads.
- ***Low Steam-Electric Consumption*** makes Huebsch economical in operation.

FOUR SIZES

36" x 18" **36" x 24"** **36" x 30"** **42" x 42"**

For complete details, see your Huebsch representative, or write, wire or phone us direct.

Money-Saving Features



Huebsch One-Lever Temperature Control provides complete range of temperature adjustments from hot to cold for faster, better drying and deodorizing.

Exclusive Huebsch "Spun-Lock" Cylinder construction insures a longer life of drying service.

HUEBSCH Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers Spring-Type Filter.

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., Milwaukee 1, Wis.
Division of THE AMERICAN LAUNDRY MACHINERY CO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

LAVISH USE OF TISSUE PAPER both protects garment finish and impresses customers of Dee and Hattie Cleaners

TICKET ON EVERY GARMENT is initialed by each finisher (all garments are finished by hand), by seamstress, if alteration was done, by final inspector, and by packer, if shipped

worn. Four sheets of tissue line the box before a suit is packed. Often ten times this number of sheets are used in lining a formal box before packing, and sheets of tissue go between each garment.

"I learned at Neiman-Marcus," Hattie said, "that people associate the abundant use of white tissue paper with something superspecial. The more paper you use the more superspecial it becomes.

"Another thing I learned has helped us here. Most people who pay a lot of money for their clothes don't have a lot of imagination. When we can furnish the imagination in working out a tough cleaning problem we usually add a permanent customer to our list."

A recent example was a Paris gown with yards and yards of silk skirt, and with an irremovable perfume stain halfway down one side of the front. The dress had cost more than $400 and had been worn only once. The customer was told to come back the next day. With a drape of the excess cloth Hattie covered the spot, hung the gown on a regular hanger—and stuffed it with tissue paper. The owner was so delighted that she insisted the charge of $15 was not enough and wanted to pay more.

It took 30 minutes to restyle the gown to cover the stain. But the 30 minutes were backed by 17 years of salesmanship and know-how.

Another element in the success of Dee and Hattie is showmanship, tuned to their type of clientele. One feature is a courtesy car service. If Dowager Jones of the oil-well Joneses of San Antonio has a granddaughter who is coming to Dallas to attend a series of debutante parties, she can call or write Dee and Hattie. The courtesy car will meet the plane or train and take granddaughter wherever she wants to go. Dee and Hattie, in the meantime, will look after the cleaning and repairing of the dozen or so outfits the young lady has brought to Dallas, for an average of $10 to $15 a garment.

Besides showmanship and tissue paper, the customer gets a fine job of cleaning, alteration or repair and finishing, and the cleaning plant builds up a profitable and permanent clientele. # #

STAFF IS ENTIRELY FEMALE, from cleaning room to delivery truck

FUMOL out in front!

YES! DEPENDABLE FUMOL MOTH PROTECTION PRODUCTS LEAD THE FIELD!

FUMOL OS 40 *For Use in Petroleum Solvent Systems*

FUMOL SS 60 *For Synthetic Solvent System*

SECTOFOG *Double Action Moth Fogging*

MOTH SECTOL *Double Action Moth Spray*

First Choice FOR DEPENDABLE MOTH PROTECTION

More and more, America's drycleaners have come-to recognize FUMOL as the time and laboratory tested* leader in moth control! At the lowest possible cost, too! More and more, America's drycleaning customers prefer FUMOL moth protection! Millions of garments have proved FUMOL *dependable*. That's why FUMOL moth control products are out in front!

* *Independent testing laboratories have found that FUMOL products meet the rigid specifications for moth protection.*

The sign of DEPENDABLE FUMOL MOTH PROTECTION

DECALS for your windows and trucks

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→ Soluble in Solvents!

→ Moisture Free!

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Yes, we want to know more about Dependable FUMOL MOTH PROTECTION and how it can help us build Sales.

Check System ☐ Petroleum ☐ Synthetic

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ASSOCIATION NOTES

Local Elections: Aimé Gendron, member of the Canadian parliament, has been reelected president of the **Launderers and Dry Cleaners Association of the Province of Quebec.**

The **Dallas County (Texas) Cleaners and Dyers Association** has appointed Herbert E. Love to the post of executive secretary.

Victor Townsend has been reelected president of the **Fort Wayne (Indiana) Cleaners and Dyers Association.** Other officers named at the annual meeting in January are Fremont Jones, vice president; Chester Hitzeman, secretary-treasurer, and William Liggett, Paul Casper and Robert Lee, trustees for two-year terms. Holdover trustees include Paul Lerch, George Prinz and Leonard Walters.

The **Dry Cleaners Guild of St. Louis** (Missouri), organized recently, has elected Karl Magidson as president. Lester Glickman is vice president, Joe Creely secretary and Joe Frey treasurer. The Guild has appointed a disaster committee to help members operate in cases of equipment breakdown, and a committee on unserviceable fabrics to do a job of customer education.

The **Omaha (Nebraska) Dry Cleaners Guild, Inc.,** has chosen Morris E. Kutler, Teddy Bear Cleaners, to succeed R. O. Townsend as president. Don Gorman is the new vice president and Joseph A. Troia secretary-treasurer.

The cleaners of **Little Rock, Arkansas,** have elected Mrs. C. C. Bumpass as their first woman president.

Donald Berlove, Drive-In Cleaners, Schenectady, New York, has been chosen chairman of the **Schenectady and Scotia Cleaners and Dyers Association.** Other officers are Joseph Ottati, Avon Cleaners, vice chairman; Cyril Kleiman, Ball's Cleaners, secretary; Eugene T. Wilkins, assistant secretary, and Louis Pitkin, Swan Cleaners, treasurer.

A. R. Thompson, Imperial Cleaners, has been elected chairman for 1951 of the **Sarnia Association,** an affiliate of the Dry Cleaners Institute (Ontario). The **Essex County (Ontario) Launderers and Dry Cleaners Association** has named P. J. Beneteau, Master Cleaners, Windsor, as its chairman.

At a recent meeting of the **Springfield (Massachusetts) Dry Cleaning Plant Owners Association,** Stephen Muzic was reelected president. Other officers are Norman Weinstein, vice president; William L. Putnam, secretary, and Robert Normandin, treasurer. The principal speaker at the meeting was Herbert L. Satter, executive secretary of the Cleaning Plant Owners of Massachusetts, who discussed the legislative program for 1951.

# #

Ohio Vice Presidents Named: At a recent meeting of the board of trustees of the Ohio State Association of Dyers & Cleaners, five sectional vice presidents were appointed by President H. R. Osborne. Acceptances had been received at the time of writing from these appointees: C. C. Loudenslager, Columbus Lace Cleaning Works, Columbus; James Farley, Farley Cleaners, Athens, and Don Strater, Strater Cleaners, Toledo.

The executive secretary of the Ohio group, James Merritt, has been elected a trustee of the Ohio Trade Association Executives.

# #

Arkansas Holds Elections: One of the new state groups, the Arkansas Cleaners and Dyers Association, held a midwinter meeting at Little Rock on January 14. The following officers were elected for 1951: president, Q. S. Godsey, North Little Rock; first vice president, E. R. Godfrey, Rogers; second vice president, W. E. Hickman, Brinkley; treasurer, Charles Richardson, El Dorado. Directors chosen for the seven districts are: Lee Williams, Helena; Lowell T. Rouseau, Bald Knob; E. R. Godfrey, Rogers; E. H. Payne, Fort Smith; R. L. DeClue, Little Rock; L. F. Hendricks, Carlisle, and Arthur Rhodes, Camden.

The association has engaged John W. Sallis of Little Rock as executive secretary. Mr. Sallis is also serving the laundry and cleaning association of Greater Little Rock in the same capacity.

President Godsey appointed a legislative committee composed of: W. T. Sitlington, Little Rock; Martine Funk, Little Rock; Willie Hunt, Fayetteville; W. E. Hickman, Brinkley; Lee Williams, Helena; W. R. Carwile, Jr., Osceola; Leo McLain, Conway, and J. R. Wilkins, El Dorado.

# #

New British President: The National Federation of Dyers and Cleaners of Great Britain has a new president. Richard Brooks, managing director of Brooks' Dye Works, Ltd., Bristol, has been chosen to succeed Max Zerny.

# #

New Local Group: The newly organized **Dry Cleaners Guild of Bergen County, New Jersey,** has chosen the following officers: Irving Slutsky, Teaneck, president; Ivan Grossman, Hackensack, vice president; Joseph C. Cahana, Teaneck, secretary; George Merkens, River Edge, treasurer. Members of the board are Tom Brackett, River Edge; Monroe Plons, Bergenfield; Irving Sleishman, West Englewood. Seymour Smith of Hackensack is general counsel.

# #

More CRI Directors: The by-laws of the Canadian Research Institute have been amended to increase the board of directors to 18, one each from the provinces of Newfoundland and Prince Edward Island, and two each from Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, and British Columbia and the Yukon.

# #

Short Course at Minneapolis: Under the sponsorship of the Minnesota Institute of Laundering and Cleaning, short courses were given for 93 students on January 27-29 in Minneapolis. Instruction was given by NICD's Charles B. Truxal in drycleaning theory, W. C. Hardin in fabric construction and damage analysis,

"Again, my choice is Butler Quik-Steam* Presses"

Says W. E. Clark
Clark's Laundry
Atlanta, Georgia

J. C. Clements, plant superintendent, is shown operating one of the new Butler Quik-Steam Presses that enables him to get better, faster production.

"About three years ago I bought my first four Butler Quik-Steam Presses.

"Until that time I had been using various makes, but I wasn't satisfied with my finishing operation. I was looking for a press that would give me better production. I found what I wanted in Butler Presses.

"Butler Quik-Steam Presses have *consistently* given me better and faster production because of their quick, even steam, fast vacuum and ease of operation.

"Recently I expanded my finishing set-up. Again, my choice was Butler Quik-Steam Presses, and I bought two more. Now with my six Butler Presses I keep my finishing department production up with the increased volume in the cleaning room."

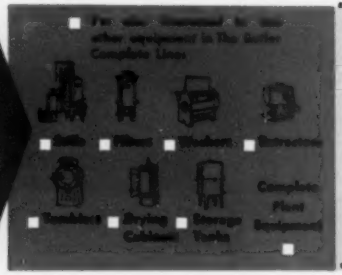
*Trademark

You, Too, Can Do a Faster, Better Pressing Job with BUTLER® Quik-Steam* PRESSES

Like Mr. Clark, you'll find you can always depend on Butler Quik-Steam Presses for quicker, easier operation and faster, better pressing. These Butler features assure you top quality production: faster head opening action, quicker head and buck steam, extra roller bearings, long balance springs. Ask your Butler representative to tell you about *all* the features of Butler Quik-Steam Presses, or write for information today.

BUTLER MANUFACTURING COMPANY • Kansas City 3E, Missouri

For More Information, Mail Coupon TODAY



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☐ Please send me full information about Butler Quik-Steam Presses.

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Charles H. Weaver in silk and wool finishing theory and demonstration, and Robert C. Holden in spotting practice.

# #

Indiana Course: The three-day short course, sponsored in January by the Indiana Association of Dyers and Cleaners and the National Institute of Cleaning and Dyeing, was attended by 56 students, registered from 43 Indiana cleaning firms. Instruction was given by NICD staff members in drycleaning and wetcleaning theory, spotting theory and practice.

Students were enthusiastic about the benefits of the course, the Indiana Bulletin reports.

N. I. C. D. NEWS

GI Eligibility for Management Course: The NICD has announced conditions of the Veterans Administration under which veterans may take the management course after July 25, 1951. According to the law, a course must be started within four years after the date of discharge or by July 25, 1951, whichever is later.

The law also provides that advancement from a basic or preparatory phase within the course does not constitute a change of course. Under this provision, the management course is considered an advanced continuation of the general course at the Institute.

Another provision states that if the veteran's education is interrupted for reasons beyond his control, he may apply for change of course. According to the NICD, this means that if the veteran who has been graduated from the general course cannot be accepted in the management course before July 25 because the classes are filled, he can get permission to attend after that date.

Veterans who are graduates of the general course, who have passed satisfactorily and wish to attend the management course can fill out VA Form 7-1905e (Section A) and send the form to the Institute, which will complete section B and return the form to the applicant. He must then send it to the Registration and Research Section of his VA Regional Office. If the application is approved, the VA will give the veteran a Supplemental Certificate of Eligibility and Entitlement.

# #

Eleventh Management Class: On January 26 John P. Gray, NICD director of education, presented diplomas to the following graduates of the eleventh management course:

Irving M. Blivas, Milwaukee; J. Louis Brown, Philadelphia; Thomas E. Burkhart, Anderson, Ind.; Jerrom Burrow, Dallas; Max Cray, Petaluma, Cal.; William J. Drummond, Kansas City, Mo.; Milton L. Freeman, Birmingham, Mich.; William M. Harris, Spartanburg,

S. C.; William J. Heffern, Monroe, Mich.; Louis B. Julius, Storm Lake, Iowa; Arthur Kashgagian, Brockton, Mass.; O. Clay Liles, Jr., Poplar Bluff, Mo.; Robert M. McKenzie, Sioux Falls, S. D.; Robert P. Neubrand, Yankton, S. D.; Arthur Plotkin, Pittsburgh; Edward A. Rabena, New Cumberland, Pa.; Frank L. Reed, Roanoke, Va.; Walter A. Scott, St. Johnsbury, Vt.; Harry G. Shalett, New London, Conn.; Norman J. Shalett, Pittsfield, Mass.; William E. Stancill, Washington, N. C.; Raymond W. Ward, Oklahoma City, and George L. Wightman, Harbor Springs, Mich.

Prizes for the best team on master salesmanship and supervisory techniques were awarded to Jerrom Burrow, Zenith Cleaners, Inc., Dallas, Texas; Max Cray, Goree Cleaners, Petaluma, Cal., and William J. Drummond, Drummond Dry Cleaning, Kansas City, Mo.

# #

Ninth Silk Finishing Class: Graduates of the ninth silk finishing class on January 19 were: Valeria L. Bosbach, Holyoke, Mass.; Walter W. Ervey, Jr., Mont-

clair, N. J.; Russell J. Finch, Tulsa; Jesse Thermon Lancaster, Spartanburg, S. C.; Ralph E. Larson and Min Larson, Wausau, Wis.; William J. Robertson, Saginaw, Mich.; Joseph E. Sommers, Milwaukee, Wis., and Noel Owen Wright, Vicksburg, Miss.

# #

Talks to Textile Group: At the January 12th meeting in New York of the American Association of Textile Colorists and Chemists, over 150 members heard the talk of George P. Fulton, NICD's director of research, on drycleaning products and processes. Mr. Fulton used slides to illustrate drycleaning processes as well as unserviceable textiles and fabrics.

Also on the program was Albert Johnson, director of trade relations, who spoke briefly on the growth of the drycleaning industry, the functions and services of the NICD. Some drycleaning equipment and U. S. Hoffman Machinery Corporation's miniature 140F unit were shown at the meeting, which was reported in many textile and garment trade papers.

# #

BABY-SITTING EXCHANGE enabled John Loeser to attend 76th general course while wife took charge of children in trailer home near Silver Spring; then Irene attended 77th class while John took over family duties. Both are employed by Oliverio Cleaners, Clarksburg, W. Va.

Problem

Here is a man who thought his rain coat would shed water—until he went out in the rain. He was very unhappy to find that it literally soaked up the rain and got him very wet. So, he sends it to you and asks you to do something about it.

Solution

There is a mighty easy solution to this. All you have to do is to apply BUCKEYE LIQUID TYPE RE-VI Shower Proof Moisture Repellent to this coat, or any reversible, army service apparel, gabardine, poplin, silk, woolen or synthetic and they are shower proofed.

Results

The man will get his coat back and be very much pleased with the results. It will have a more lasting press and the fabric texture will be revitalized. He will tell all his friends about the good service you have given him.

BUCKEYE

LIQUID RE-VI

THE DAVIES-YOUNG SOAP COMPANY, Box 995, Dayton 1, Ohio.

Please send a free sample of BUCKEYE RE-VI Liquid Type Moisture Repellent, prices, and complete instructions for its use. NCD-351

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When writing to advertisers please mention The NATIONAL CLEANER & DYER

70 MILLION GARMENTS RECEIVED THIS "ONE-DROP" PROTECTION LAST YEAR!

Yes, last year licensees throughout the nation rang up a total of over 70 million garments protected against moth damage the *insured* U-SAN-O way.

Dry cleaners everywhere reported "sales are going up, up, UP!" . . . our regular customers keep coming back . . . new customers keep coming in. Adding the U-SAN-O "salesman" to their business gives them the plus that means more sales! With U-SAN-O, they advertise "all garments cleaned by us are mothproofed at no extra cost to you . . . your garments are actually insured against moth damage for six months!"

The customer demand for U-SAN-O insured mothproofing will be greater than ever in 1951 . . . don't let your customers go elsewhere for this valuable service—decide today to get your share of the business by offering the profitable U-SAN-O service to customers.

Order from your Favorite Distributor or write direct to:

AMERICAN MOTHPROOFING COMPANY

711 NORTH EUCLID AVENUE, ST. LOUIS, MISSOURI

U-SAN-O INSURED MOTHPROOF CLEANING SYSTEM

APPLIED IN THE WHEEL

Fully protected by United States and Canadian patents.

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Want to cut costs? Then get the facts on this step-ahead engineering idea

The fully-proven

POWER PILOT

in FORD TRUCKS for '51

Read about Ford's economical fuel-feeding and firing control that gives the most power from the least gas!

● There's a Ford Truck for every hauling job. Over 180 models, from 95-h.p. Pickups to 145-h.p. BIG JOBS.

SEND COUPON today for "WHY IT'S IMPORTANT TO YOU"

There's an *economy* story behind the Ford Truck Power Pilot! It's so important, it needs more telling than space will allow here . . .

You owe it to your bank book to get the facts. Mail the attached coupon today. You'll get news on the Power Pilot . . . on new 5-STAR Cab comfort . . . new transmissions, axle ratios, pistons and camshafts . . . new features throughout the '51 Ford Truck line.

Don't delay! Mail the attached coupon today for facts that can mean real dollar savings for you.

Ford Trucking COSTS LESS because—

FORD TRUCKS LAST LONGER!

Using latest registration data on 6,592,000 trucks, life insurance experts prove that Ford Trucks last longer!

FREE Send me, without cost or obligation, the interesting new leaflet entitled, "Why It's Important to You," giving facts on the Power Pilot, plus specification data on the NEW Ford Trucks for '51 indicated below:

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FULL LINE ☐ **HEAVY DUTY MODELS** ☐
LIGHT MODELS ☐ **EXTRA HEAVY DUTY MODELS** ☐

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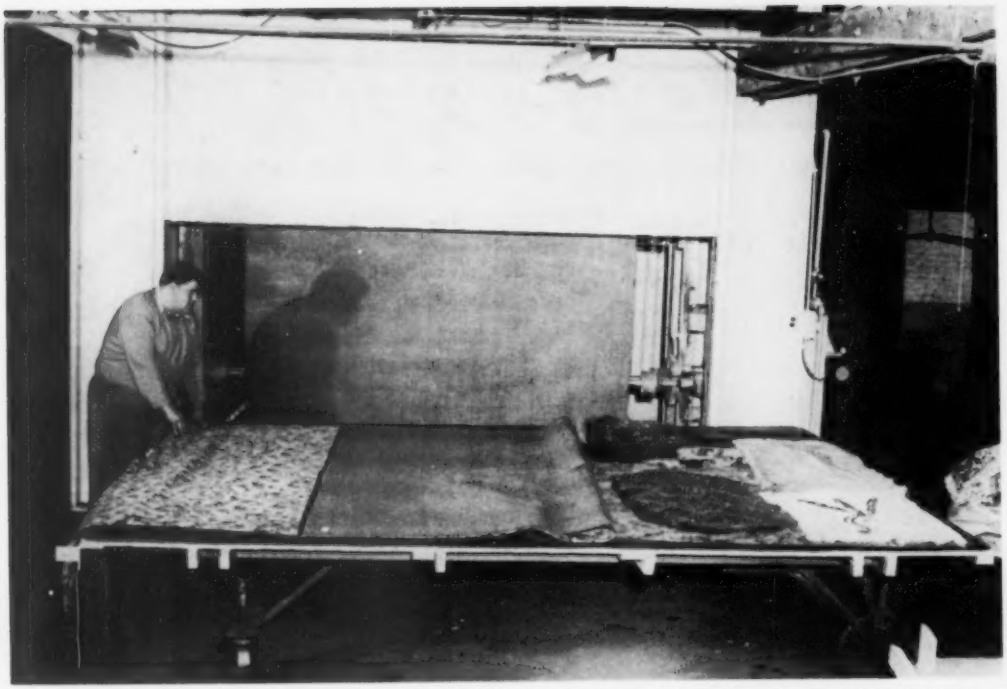


ONE OF ORIGINAL three tables used to stretch and dry rugs in the "Oven," it is now used for inspection and wrapping. The white structure at the back is one of two upright drying cabinets now in use

EASIER RUG DRYING

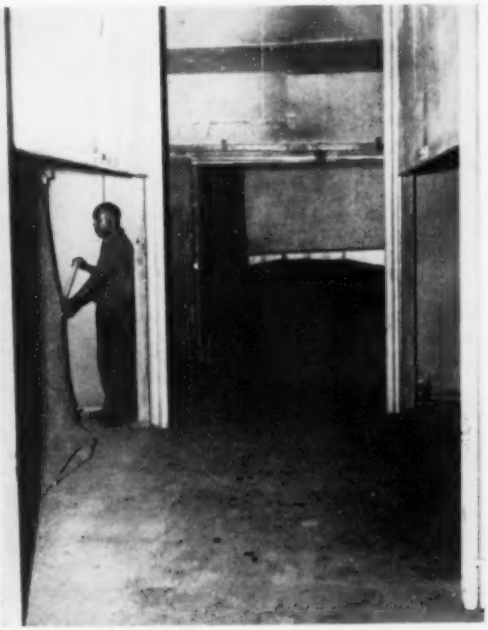
Space, Time and Money Saved by New Indianapolis Drying Device

by LOU BELLEW

CHANGES in the rug cleaning department have meant worth-while savings at Swiss Cleaners in Indianapolis, Indiana. While volume remains the same, manager Clyde Robinson has cut his pay roll by nearly $500 a year, even though he's now paying from 10 to 12 percent higher wages.

The old method was to stretch each rug, after cleaning, on big 10-by-14-foot tables, which were then rolled into a big ovenlike contraption for drying. This meant a great deal of floor space was needed to maneuver the tables in and out of the ovens. The rugs then had to be removed for sizing, and finally dried.

(Continued on page 93)

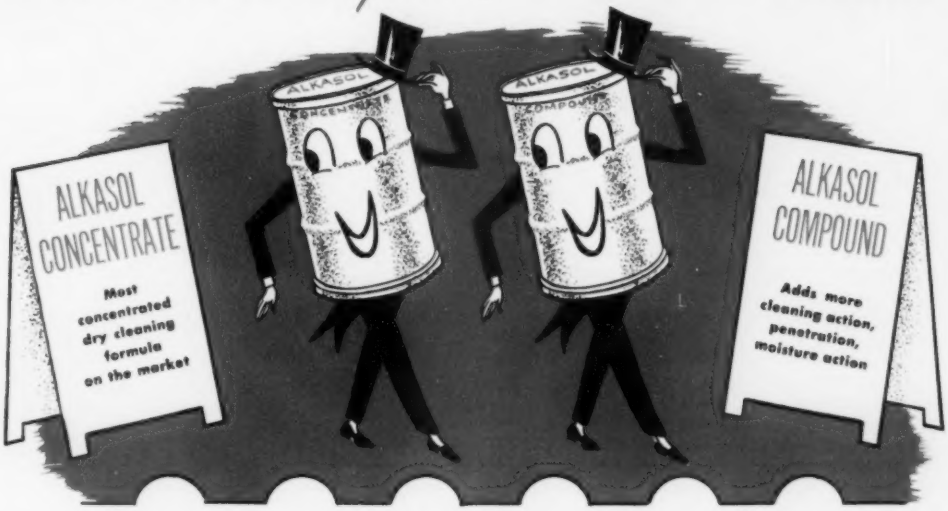


AISLE BETWEEN upright drying cabinets allows access to dry room at rear, which before the change had been quite a problem

New! ALKASOL COMBINATION

THESE TWO GOOD MIXERS WORK TOGETHER AND...

YOU GET THE FIRST *Complete* SELF-MIXED SOAP DETERGENT!



MERSON'S ALKASOL CONCENTRATE combines with MERSON'S ALKASOL COMPOUND to give you a *complete*, chemically-balanced solution that has the penetration and cleaning action for almost perfect cleaning.

This new, efficient combination works smoothly with no filter pressure. It takes out most spots right in the washer. It has no fatty acid.

Only the ALKASOL COMBINATION gives you this doubly-effective solution that

Costs less than 36¢ a gallon to make up:

@ 12 gallon price

1 gallon Merson's ALKASOL CONCENTRATE	$ 8.50
40 gallons solvent	$ 8.40
1 gallon Merson's ALKASOL COMPOUND (plus 10 gallons water)	$ 1.75
	$18.65

52 gallons of best-quality dry-cleaning detergent for $18.65

— equals —

Less than 36¢ a gallon!

Your best work . . . and your biggest saving . . . begins when you ask your jobber for ALKASOL CONCENTRATE and ALKASOL COMPOUND.

SO-KLEEN DRY CLEANING PENETRANT

Manufacturers of the well-known

SO-KLEEN

for petroleum users

and

SY SO-KLEEN PENETRANT

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No buttons — no gadgets in the table. Free hands do finer quality work with the New Yorker "New-Matic" Press.
Just listen to your pressers praise them! In 15 minutes, even a new presser becomes an expert — cutting down "Learner" time to a minimum.

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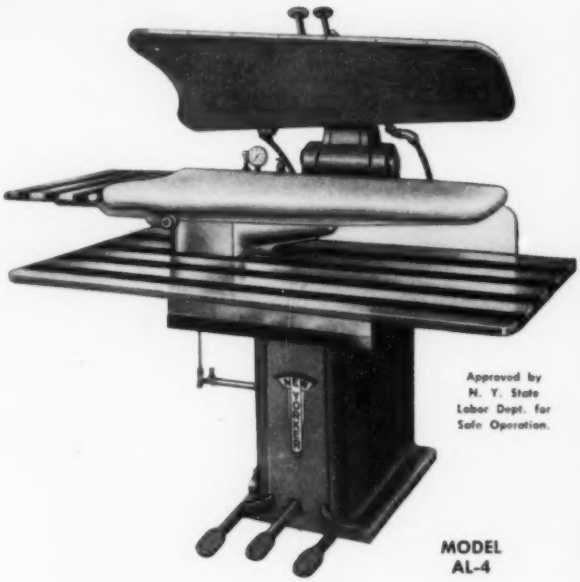

Approved by N. Y. State Labor Dept. for Safe Operation.

MODEL AL-4

Mail this coupon today for our Illustrated Catalog, Price List and Nearest Dealer.

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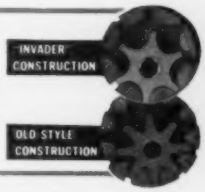
"BUILDERS OF BETTER PRESSING MACHINES FOR OVER 40 YEARS"

. . . and all pumps are not alike!

At first glance, a pair of graceful skaters may look alike. But on close examination, when you get to know them better, *there is a difference.*

It's the same way with rotary pumps. INVADER Pumps look just like the pumps you have been using. They will fit your equipment with no expensive changes in piping or mounting. The difference is *on the inside.*

Here's the reason why INVADER Pumps perform better . . . longer. The new and improved tooth design provides a *positive seal* and *rolling contact* . . . assures you of service you could never get with the old-style construction. Less "down" time, fewer replacements, and reduced power costs!



Ask Your Equipment Jobber or Write for Full Information and Prices

Invader PUMPS

The SCHIRMER-DORNBIRER PUMP Co.

1719 EAST 39th STREET • CLEVELAND 14, OHIO

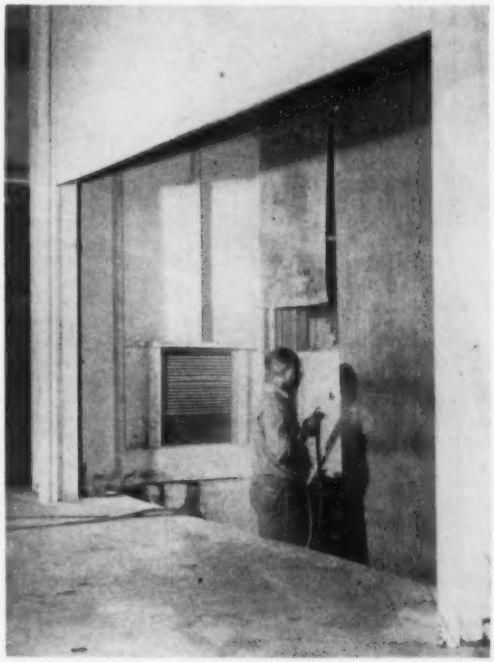
(Continued from page 90)

The solution was to erect two vertical shaftlike enclosures where the rugs can be hoisted up for drying. Each enclosure is equipped with heated air entering at one side and exhausting out the roof. With the old method, a unit heater blew hot air down from the top of the hood-shaped oven onto the rugs. The air fanned out from around the edges of the hood and exhausted into the room, making the temperature almost unbearable for the workers.

The old drying time with the rugs lying flat under the hood was from 12 to 16 minutes; present drying time has been cut to 6 to 10 minutes per rug. Every operation has been made easier and faster, and the rug department has become a far more comfortable place to work in.

An experience of Clyde's proves he has the same troubles as anyone else in the rug cleaning business. Like many others he had been in the habit of identifying rugs with indelible ink, until a customer proved in a suit that the value of her rug had been lessened by having her name indelibly marked on the back. She had lined up a buyer for her near-new rug before having it cleaned, and the buyer wouldn't take it with the customer's name on the back. She collected from Clyde, period.

Since then a better method of marking has been used. The rug department now staples premarked tags to the rugs, and the five stubs afford an even better identification where there is more than one rug in the same order. With the five-part tag stapled to the invoice, a glance shows how many pieces are in an order. Marking time, too, has been cut in half. # #



RUG SIZING CABINET

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Progress of the Cleaning Industry

From Talk at 42nd Annual N.I.C.D. Convention, Atlantic City, New Jersey, February 4, 1951

by RALPH C. JANOSCHKA

Chief, Service Trades Section, Bureau of the Census, Department of Commerce

THE first major statistical undertaking of record in this country was the official count of noses directed by law more than 160 years ago, in order to enable apportioning representation in the lower house of the Congress, and that practice has been continued at 10-year intervals ever since. In each subsequent decade something new was added to satisfy the needs of the government and the public for more information on the economic structure of the nation. Thus the fields of industry, agriculture and mining were embraced in the scope of the decennial censuses.

It was not, however, until 1919 that provision was made for the inclusion of cleaning and dyeing in the scope of the subsequent 14th Decennial Census. The results of that census revealed the existence of a mere 2,156 such plants in the United States, reporting receipts of $54 million, and 22,600 employees, receiving an annual compensation of $23½ million.

Today we have a billion-dollar industry of more than 28,000 establishments, employing some 240,000 persons, with an annual pay roll of approximately $460 million. Of this volume, $126 million of cleaning and dyeing is done by establishments which are essentially power laundries, and approximately $37 million by establishments primarily engaged in rug cleaning. From the standpoint of dollar volume of receipts drycleaning is the top-ranking activity in the personal-services group.

The dramatic progress that the industry has made in the nine-year period between the 1939 and the 1948 censuses, particularly in relation to what has taken place in other fields of economic activity, should not escape notice. While the number of establishments doubled, the volume of annual receipts in 1948 was nearly 4½ times the 1939 volume; employment (as of November 15 of each of the census years) was 2½ times the 1939 level, and annual pay roll nearly five times.

Drycleaning Outstrips Other Services

The fact that receipts of personal-service establishments other than cleaning and dyeing plants only doubled; that receipts of establishments engaged in automotive repairs and services only increased 3½ fold; that receipts of hotels and amusements in 1948 were each only at 2½ times the 1939 level, and that retail trade only trebled, as against the 4½-fold increase of receipts in your industry, would appear to indicate a change in the consumer expenditure pattern —a change definitely in your favor.

Population, price and physical volume increases naturally contribute their influence to the increase in dollar volume of business, the degree of which I am unable to accurately evaluate in the case of the latter two factors. In the light of the existing evidence, however, it could be assumed that more people are utilizing your services and to a greater extent that ever before, and that you as an industry receive a far more substantial portion of the consumer's expended dollar than he has allotted to you in the past.

Pay Rolls Up

The portion of his receipts that goes into pay roll is a subject that is always close to any businessman's heart. For the country as a whole in your industry it was 43 percent in 1939 and 47 percent in 1948. The average annual compensation per employee (full-time and part-time employees combined) rose from $961 to $1,902, an increase of 98 percent as compared with 116 percent for the average increase in receipts per establishment. For full-time employees alone, who provide a more meaningful basis for measurement, the average annual compensation per employee increased from $1,000 to $2,050.

Again comparing your industry with other fields of business, we find that the average annual compensation per employee (full-time and part-time employees combined) in personal-service establishments other than cleaning and dyeing plants increased 114 percent; in establishments engaged in automotive repairs and servives 129 percent; in hotels 125 percent; in retail trade 107 percent, as against 98 percent in the cleaning and dyeing industry.

Labor Productivity

Now let us examine the productivity of labor as measured in terms of dollars. The figure for average receipts per employee in 1948 was $4,000 as against $2,200 in 1939, an increase of 82 percent. This increase of 82 percent does not at first glance reflect a favorable position for the employee, when compared with the 98 percent increase in his compensation. Yet it would hardly be fair to regard the gap between the two percentages as a reflection on either the employee or management.

It is conceivable that a stepup in the quality of service rendered the public, even to a point that could only be explained by improvement in the efficiency of the employee, contributed to this gap. Shortening of the workweek is also a factor that must be taken into consideration, as well as the possibility of changes in the pattern of employment, particularly insofar as part-time employees are concerned.

Since we collect no data on the physical volume of work performed by the industry, we lack the means to accurately evaluate changes that have occurred, if any, in the productivity of the employee in terms of physical volume. Obviously, to some extent, the relationship between these two figures (82 percent increase in the average receipts per employee and 98 percent increase in the average compensation per employee), could be affected by changes in the operating pattern of the industry resulting from the tremendous influx of new establishments, such as the proportionately greater

AMERICA'S FAVORITE prespotter SINCE 1927

For 24 years Cyclo has been recognized by expert craftsmen as the most practical chemical compound for use in all general prespotting and handbrushing operations. It is in universal use throughout America in large plants and small; petroleum and chlorinated; wholesale and retail. No successful attempt has been made in duplicating CONCENTRATED CYCLO for any of the following uses:

★ PICRIN FORMULA

for paint—oil and grease

1 part Cyclo with 2 parts Picrin. In this formula the Picrin retains its quick cutting solvent properties, while the Cyclo serves as a lubricant and its oily base prevents the loosened stain from spreading back on fabric. Accurate tests *prove conclusively* that this formula works faster on paint, oil and grease than any other of equal safety.

★ MOISTURE FORMULA

for perspiration and food stains

For *safest* removal of perspiration and food stains, prepare Stock M by mixing equal parts of Cyclo, solvent and water in the order named. Apply to stained area from dasher bottle. Tamp with spotting brush. Flush area with solvent.

Hang garments separately and then return the group for recleaning in clear solvent on filter circulation.

With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, sizing rings or odor. Write for complete information on prespotting with Stock M of Cyclo.

★ LEVELING SOLUTION

for spray spotting gun

Cyclo is *especially* adaptable to the Spray Spotting Method.

The Leveling Solution prepared for the pressurized tank and spray gun is made from 1 part Cyclo and 5 parts petroleum solvent.

When sprayed over wet area following steam spotting or after application of water as such, the 1-5 Leveling Solution permits the feathering to be done in the machine instead of on the board.

The 1-5 solution levels off all disturbed sizing and leaves no rings or discoloration whatever on otherwise hard-to-feather fabrics. Write for complete information on the Two-Gun Method.

Fortify your favorite filter soap with CYCLO

Regardless of the efficiency of your current filter soap you may improve its properties for whiteness retention and insoluble soil removal by fortifying it with 2 ounces Cyclo per pint of filter soap or 1 pint per gallon.
You will note the improvement in the first load.

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proprietor participation in the operation of the plant, improvement in equipment and techniques, etc.

It should be of interest and could be to your advantage to examine your own situation with the view to evaluating the influence of changes that have taken place in (1) employee performance, (2) technology, (3) techniques, (4) physical volume, and (5) price.

Solvent Usage

While I believe that the predominance of petroleum solvent usage is a matter of general knowledge, few are aware that for every synthetic solvent plant in the country there are four that use only petroleum solvents, and that only 3 percent of all cleaning and dyeing plants use both petroleum and synthetic solvents.

Contrary to a popular belief that the petroleum solvent is usually associated with the larger operations, an analysis of the figures for each of the two types of plant reveals that there is actually small variation between the average annual receipts per establishment —this figure for each type being in the vicinity of $34,000, with petroleum enjoying only a slight edge over synthetic.

It should be borne in mind that these patterns are for the country as a whole, and that a geographic distribution of these data may yield results of substantial variation. It will, however, be two or three months before detail by states will be available on this subject.

Ratio of Delivery to Cash-and-Carry

Since delivery trucks play an important role in your industry, we made a point of finding out how many of them you employ and how they are distributed according to size. While for all plants, regardless of whether they operate trucks, the distribution of dollar volume between delivery and cash-and-carry is approximately equal, for those plants which employ trucks the ratio is approximately 3 to 1. More than 14,000 establishments, exclusive of rug cleaners and cleaning departments of power laundries, reported nearly 27,000 trucks of which 94 percent were rated under 1½ tons, 5 percent at 1½ tons, and 1 percent over 1½ tons. Total receipts of $650 million were reported by these establishments, which means that for every truck the average establishment operated there were receipts of more than $24,000.

Since this $24,000 includes the receipts of over-the-counter or cash-and-carry business, we made a study to determine the approximate dollar-volume yield per truck based on the most popular experience rather than on an arithmetic average. The result was in the vicinity of $18,000. Thus it would appear that for the country as a whole, for those establishments employing trucks, approximately 75 percent of the dollar volume of receipts is accounted for by delivery business and only 25 percent by cash-and-carry.

Progress of Rug Cleaning

Less than 20 years ago the first official notice by the Census Bureau was given to an infant in your family—an infant who has since grown to rather prodigious proportions. Judging from his 250 percent increase in stature since 1939, he is well qualified to take his place among the elders of your group. I should like to take the liberty of quoting his description, at the time of his recognition by the Bureau, from a report issued in connection with the 1933 Census of Manufactures:

"Because of the importance of rug cleaning as a distinct line of activity, carried on to a considerable extent in plants devoted solely or chiefly to this class of work, such plants have been given a separate classification. Prior to the Census for 1933, however, rug cleaning was treated in general as an activity of the power-laundry industry, although this work was done to some extent also by cleaning and dyeing establishments. The statistics given in this report are, therefore, confined to 1933. They cover rug-cleaning plants operated as independent enterprises, and also rug-cleaning departments of laundries and of cleaning and dyeing establishments, so far as these were separately reported."

In the year 1933 there were 270 establishments of that description in the United States. Their receipts amounted to $4,400,000, of which $3,458,000 were for "scrubbing" and $941,000 for "drycleaning," and they employed 1,742 persons whose annual compensation amounted to $1,590,000. Contrast that with more than 1,500 rug cleaning establishments in 1948, reporting receipts of close to $37 million; with more than 6,000 employees and pay roll of more than $14 million.

It should be a matter of pride to the rug cleaners that of the $42½ million of rug cleaning done annually in the United States, they as specialists account for more than 80 percent. The remainder is fairly equally divided between the conventional cleaning and dyeing plant and power laundries.

Additional evidence of the increasing recognition accorded this industry is the fact that we included a new inquiry in the laundry and cleaning questionnaire covering a point of information unique to rug cleaning. I have reference to the breakdown of receipts on the basis of "in plant" and "on location." The results reveal that 89 percent of the dollar volume of rug cleaning was done in the plant and 11 percent on location.

Practical Uses of the Census

While facts such as those I have cited usually capture the imagination of the businessman, their significance from the standpoint of their practical application to his own problems often escapes him. In this connection I should like to point out that *this is your census.* From the very date of its inception it has been your census. The industry through its association demanded it; collaborated in the development of the inquiries contained on the questionnaires employed in the several censuses; publicized these censuses; lent its assistance in assuring complete enumeration, and consulted with us in planning for presentation of the published results.

We are indeed indebted to the late Fred Matson, to Norbert Berg, Bill White, and some of your operator members, who devoted their time to this project. Obviously, they must have felt that the best interests of your industry would be served by the dissemination of the information which the census would yield.

Aside from making a comparison of your own operations with those of the group of cleaners and dyers in your community, there are a multiplicity of ways in which the information can be used to your advantage. For example:

Are you interested in knowing how your city ranks among others from the standpoint of per capita expenditure for cleaning and dyeing?

If you are contemplating a new enterprise in another location, could you use information which would indicate the localities that are most conducive to a successful venture?

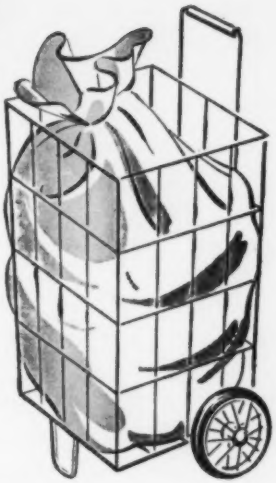
Would you welcome assistance in arriving at a determination as to whether or not you should maintain your present ratio of retail to wholesale dollar volume?

The information which we publish on number of plants, receipts classified by source, employment, proprietors, pay roll, type of solvent, trucks, legal form of organization, date of acquisition of establishment, etc., provides a flexible operating tool, the maximum utiliza-

(Continued on page 99)

BUNDLE...BUNDLE

who gets the BUNDLE?



YOU DO...when you provide *Monowash*

ATTENDED LAUNDRY SERVICE

Here's why:

Your COMPLETE "MonoWash"

consists of nine 25 lb. open-end washers, in groups of 3 on steel bases; three 20-inch extractors; three 36 x 30 open-end, gas-heated tumblers; and one complete water heater unit. All piping and wiring ready for connection at premises. No steam boiler!

- **Housewife just leaves her laundry — is free to do other shopping!**
- **Each bundle is washed individually — with professional quality — ready same day!**
- **Really clean work, not possible in domestic-type machines, either at home or the self-service.**
- **Provides housewife her choice of services: fluff-dried; dried and folded; or damp-dry.**
- **Easy on the family budget! Avoids investment in home washer — prices no higher than the housewife pays at the self-service laundry.**

Everybody talks about the home laundry bundle — now Hoffman has done something to help you get it. With "MonoWash", the family laundry becomes a neighborhood shopping convenience just like drycleaning. You can offer fast, flexible, professional work at attractive, competitive prices. Recovers lost volume — builds new volume for laundryowners and drycleaners, with really small investment. Full details in new Bulletin A-815 — write for it now!

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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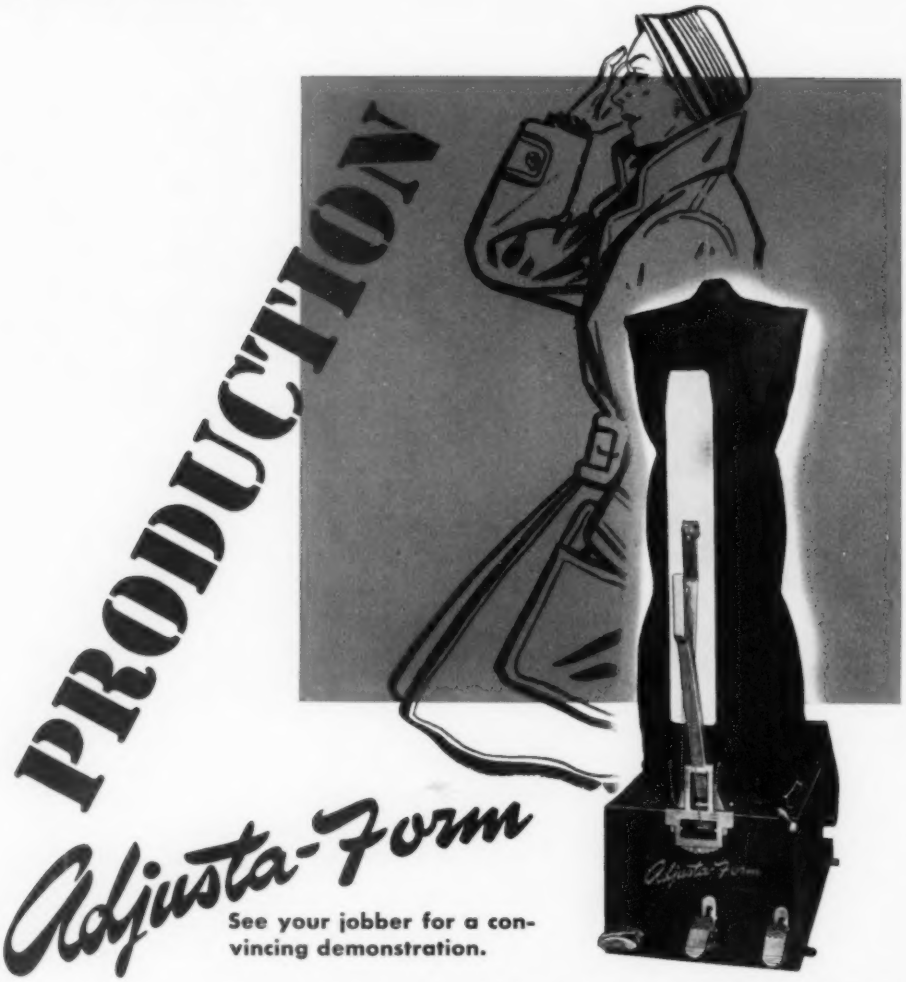
Steam-Air finishing offers that extra PLUS in quality finishing.



See your jobber for a convincing demonstration.

Fine gabardines, smartly tailored woolens and other ***hard to finish*** garments slow up production in the finishing room. Today, more than ever, increased production is essential to meet rising costs.

The Adjusta-Form method of steam-air finishing offers increased production with an extra PLUS in quality.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA, KANSAS

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(Continued from page 96)

tion of which depends largely upon the ingenuity of the plant operator.

I should be remiss if I neglected to mention two other important sources of interest in the census from which your industry derives some indirect benefits. I can readily visualize the entrepreneur of any product purchased in quantity by cleaners and dyers smacking his lips over the luscious fund of information relative to the market potential represented in your industry. In addition, government has a substantial stake in the census, the results being extensively used in developing a better understanding of our economy and its complex interrelationships, as well as in connection with the defense program.

As a result of the ever-increasing need for up-to-date facts on business, the Congress provided in Public Law 671, approved June 19, 1948, for a business census to be taken in 1949 and each fifth year thereafter. Most of you, I am sure, have a familiarity with the 1948 Census of Business. If the published results have failed to come to your attention, I am confident that you will recall the preparation of your own business census report.

To date we have completed compilation and forwarded to the printer a series of final state bulletins most of which are already available. These bulletins contain, in geographic detail, final figures on number of cleaning and dyeing plants, total receipts, proprietors, employment and pay roll. These data are presented for the first time for metropolitan areas. Orders for copies of these bulletins may be placed with the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

We are now engaged in preparing for the printer a comprehensive report on cleaning and dyeing plants, rug cleaning plants, power laundries, linen supply service, diaper service, and industrial laundries, which will contain analytical and subject matter detail for each of these industries wherever applicable, such as analyses of receipts by major sources (both total receipts and wholesale receipts); analysis of receipts by method of delivery; type of solvent; trucks; as well as basic data for individual cities, not heretofore published.

I should like to point out that the general practice of the Census Bureau is to solicit the views and recommendations of industry at such times as the questionnaires for a particular census are in process of formulation. Thus, much of the information contained in our published reports represents a response to the requests for data by industry.

This is particularly true in the case of the report under discussion. It was at the instigation of Mr. Berg and Mr. White, who spent many hours conferring with officials of the Census Bureau, that provision was made for the collection and presentation of certain information which is unique to this census. As a consequence this report will be more voluminous and informative than any heretofore published. It will, however, be a matter of two or three months before this comprehensive document will be available.

Your government has gone to a great deal of expense to make this information available to you. Your association has worked diligently to achieve it. It behooves you to make the most of it. # #

Someone WILL PROFIT CLEANING RUGS and CARPETS WHY NOT You!

EARN A PROFIT OF 2¢ to 5½¢ per sq. ft. Shampooing Carpeting "on-location"

EARN A PROFIT OF $1.12 to $3.50 on each 9 x 12 Rug cleaned in your plant

Most people want to make more money and can't. You *can* . . . through "on-location" carpet cleaning and rug cleaning in your plant. You need no large cash outlay . . . *as little as $350 down* . . . your customers are ready and waiting.

Consider these facts. Practically ALL your present customers have rugs that need periodic cleaning. Many have wall-to-wall tacked-down carpeting. These rugs and carpets keep getting dirtier and duller and dingier until some enterprising cleaner comes along to do the cleaning job.

But why an outsider instead of you? You come into frequent contact with your dry-cleaning customers. What an opportunity to tell them about your rug and carpet cleaning service! Just explain how HILD System Shower-feed Shampooing will restore the lustre, the bright colors and soft "feel" to their floor coverings . . . and you'll get orders right from the start.

Aggressive advertising will bring you in new business too . . . not only from homes but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD is ready to help with a great variety of tested advertising material available for your use.

The profitable rug-cleaning field is wide open. Write today for complete details.

HILD Equipment—"Proved-in-Use for Over 23 Years"

HILD System
RUG CARPET AND UPHOLSTERY CLEANING EQUIPMENT & SUPPLIES

TODAY! Mail Coupon for FREE BOOK

HILD FLOOR MACHINE COMPANY
740 W. Washington Blvd., Chicago 6, Ill.

Gentlemen: Please rush your free book of "FACTS." I am especially interested in ☐ Cleaning Rugs in my plant ☐ On-Location Carpet Cleaning ☐ Shampooing Upholstery.

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Address _____

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TWO STORES ARE CONNECTED by door in center partition. Silhouetted firm name is lit by fluorescent bulbs concealed in brackets across back of letters. Background is aluminum-painted wood surface

SASKATOON PLANT REMODELS

Facelifting for Marvin's Combined Drycleaning Store and Fur Salon

by WILLIAM R. PALMER

SMUG metropolitan drycleaners with fancy stores might get an eye opener if they dropped in on Marvin's Ltd., Cleaners, Dyers, Furriers, of Saskatoon, Saskatchewan. This far-northern plant has done a handsome job of remodeling and dressing up its drycleaning store and fur salon.

Up in America's new frontier this is an admirable achievement where you can't run down to the hardware store for the tools and supplies you forgot and where a good many things are purchased through the mail-order catalogs. However, Marvin's remodeling is also a sign of the new vitality and activity of the northern sections of the prairie provinces spurred by the development of the Canadian oil fields.

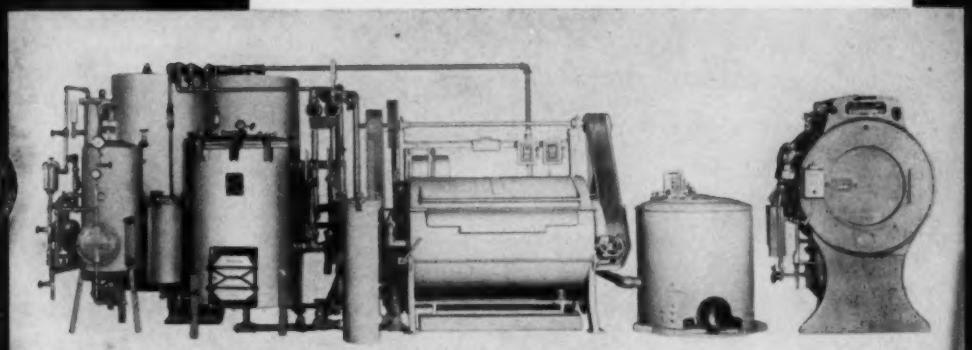
Owner Marvin Aarons had to deal with a small space to gain his effects, and had to compromise sometimes between ideal and practical efforts. One example is the front of the stores. He wanted to cut back both windows to "lead in" customers. However, he found that cutting back the window on the drycleaning-store side got nearly the same effect.

In addition, Mr. Aarons had a plate-glass mirror set

FUR SALON includes fitting room at back, view of storage-vault door through back partition. Mannequin reflected in mirror is in front window. Partition on left is corrugated iron painted to match color scheme; separates fur department from drycleaning store

PANTEX 140°F. safety solvent drycleaning system

CAN FIT YOUR SPACE!



FOR LONG ROOMS

FOR SQUARE ROOMS

ALL CONTROLS OUT IN FRONT

Easy to see . . . Easy to reach

Pantex 140° F. Safety Solvent Drycleaning Systems are engineered to give you —

- Maximum capacity for each dollar invested
- Low operating cost per pound of clothes
- Easy to install — factory piped
- Easy to double capacity when required
- Ample filtration
- Unequalled distillation

Equipment that invites comparison

Pantex

REG. U.S. PAT. OFF.

PANTEX MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

PANTEX MANUFACTURING CORPORATION
BOX 660-A PAWTUCKET, RHODE ISLAND

Gentlemen: Please send me further information about Pantex 140°F. Safety Solvent Drycleaning Systems.

Name.....

Company.....

Address.....

City..... 721

on the wall behind the show window on the fur-salon side. The mirror increases the apparent width of the store front as the customer approaches the doors.

Small mirrors have been used effectively throughout to combat the narrow rooms, and to distract (?) the customers with visions of themselves. There are a circular mirror on the left-hand wall, a larger mirror set at an angle over the drycleaning counter, and mirrors set opposite the entry to each store. (In the drycleaning side the latter is hung behind the chair and ashtray seen through the door.) # #

IN DRYCLEANING STORE ends of racks are grooved wood. Counter top is formica, trim over racks is dark veneer. Small object on panel at left is penny dispenser for parking meters used by customers in front of store

GUIDED PUBLIC RELATIONS

by WILLIAM R. PALMER

UNTOLD as yet is the behind-the-scenes story of the highly successful public-relations program being conducted by the Dry Cleaners Institute (Ontario). All during the convention last year the Institute's public relations counsel, Miss Bette Hillman, was supervising the wide publicity that the meeting received.

Miss Hillman seized on the presence of Dr. Dorothy S. Lyle of NICD as a perfect opportunity to do a little "consumer education." All conventions have similar personalities who can be exploited for publicity purposes. It is usually the method and the agent that are lacking.

As Miss Hillman was formerly associated with one of the radio chains, she has wide contacts in the Toronto radio field. She also had become acquainted with and cultivated many newspaper people, particularly the columnists featured in the women's pages and the columnists who specialize in "town talk" and genteel gossip.

But having contacts is only part of the story. Columnists and news reporters and radio commentators are busy. Hundreds of people weekly are pressuring them for mentions in their respective media. Therefore, the people who are most successful in getting frequent publicity are those who make it easy for the columnists and reporters to use the news provided.

A release by a publicity agent must have four qualities: It must be based on an interesting and not too widely known fact. It must be credible and not presented in extravagant terms. It must be presented without strings attached. Moreover, it must be accurate!

Thus Miss Hillman and her firm, Select Publications, handed out a series of releases before, during and following the convention. These resulted in two radio interviews with Dr. Lyle on daily women's programs on two different stations. It resulted in mentions by columnists on six occasions. In addition, a radio commentator referred to items in one of the newspapers. Finally, a picture twice appeared in the papers of model Shirley Wardell, who was "selected" "Miss Drycleaners' Delite."

The style show at the convention was attended by a bevy of women's page writers, who were coaxed with door prizes and rewarded with carefully written publicity handouts. The door prizes were three garments from leading local department stores, plus a garantee of free cleaning by any member drycleaner during the life of the prize garments. This probably was the largest press representation that any local drycleaners' association ever obtained.

Publicity Is Somebody's Job

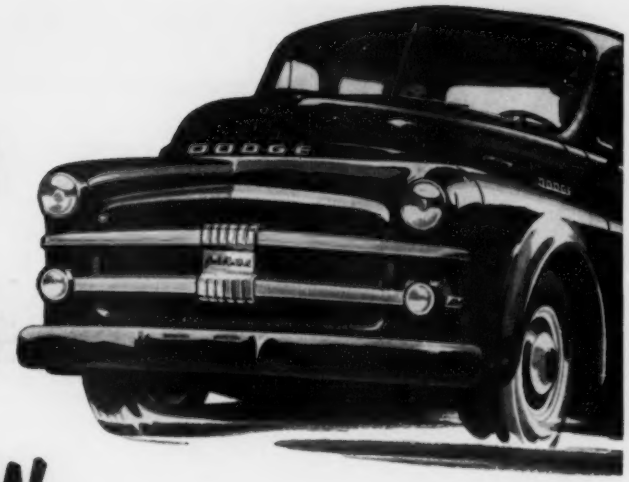
The convention and the style show were not the only subjects for publicity. There have been stories on the Institute's drycleaning courses, on its referee service for damaged garments and on the development of new cleaning techniques.

An alert group of drycleaners can always find or manufacture newsworthy material. To get the most out of that material, they must have some person responsible for the placing of the publicity and qualified to do so. The quickest, easiest and not necessarily most expensive is retaining a public relations specialist like Bette Hillman.

An aggressive and alert association secretary can achieve as satisfactory results over a period of years through the careful cultivation of the columnists, reporters and radio commentators. Finally, a promotion-minded drycleaner, with the time and willingness to serve, can do as effective a job as either.

Public relations don't just happen. They are manufactured by somebody responsible for their manufacture. # #

"Job-Rated" for CLEANERS



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The trucks that do the most for *you*!

More than 50 BRAND-NEW improvements . . . including

NEW! SMOOTHER RIDE with new, "Oriflow" shock absorbers—standard equipment on ½-, ¾-, and 1-ton models.

NEW! EASIER LOADING with lower ground-to-floor height—on all models through 2 tons.

NEW! EASIER BAD-WEATHER STARTING with new moistureproof ignition and high-torque starting motor.

NEW! MORE ECONOMICAL PERFORMANCE with higher (7.0 to 1) compression ratio—on all models through 1 ton.

NEW! SMOOTHER ENGINE IDLING with "hotter" spark plugs; on all models through 1 ton.

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BRAND-NEW BRAKING SAFETY—New Dodge *"Job-Rated"* trucks are the trucks with new molded, tapered Cyclebond brake linings! New *extra-quiet* action! New extra-smooth, extra-sure stopping! New longer lining life! (On new 1½-ton and up trucks, except air brake models.)

PLUS THIS EXCLUSIVE! gyrol Fluid Drive available on ½-, ¾-, and 1-ton, and Route-Van trucks.

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LEGAL DECISIONS

by A. L. H. STREET

Injury to Illegally Employed Minor

Where a cleaner employs a minor under a certain age in violation of the laws of his state and the employee is injured while at work, must the employee accept the benefits of the workmen's compensation law of the state or can he bring a suit for damages, in which judgment might be awarded against the cleaner for a much larger sum than could be awarded under the compensation law?

AN answer to this question depends upon just how the laws of the state in which the cleaner does business read.

In one case, the Texas Court of Civil Appeals decided that the cleaner was entitled to dismissal of a damage suit brought by a minor, leaving the employee to seek an award under the compensation act just as if he were not under the legal age limit. (Haskins v. Cherry, 202 S. W. 2d 691.) The court noted that before the Texas workmen's compensation law was amended in 1931, the courts had ruled that an illegally employed minor need not and could not enforce a claim under the law, a suit for damages being proper.

Comment: If any cleaner is in doubt as to what possible consequences could follow illegal employment of minors, he should get his local attorney to set him straight. Even where the compensation act is so worded, as in Texas, as to favor the employer by requiring an injured minor to accept the benefits of that act, that would not mean that the employer could escape a statutory penalty for violating the labor law.

Inflation Affects Damage Suits

Do most courts recognize that awards for personal injury may be increased by juries to offset the dollar's diminished purchasing power?

THE answer is "yes." So, cleaners should redouble efforts to curtail accidents and also check to see if they are carrying enough liability insurance.

An accident that 20 years ago would have cost a cleaner $6,000 is apt to cost him $10,000 or more today, and no one knows what it will cost next year or the year after unless the cost of living is kept in check.

In 1947 the Illinois Appellate Court refused to reduce a jury's award of $12,500 damages for severe and deforming injuries sustained by a pedestrian when struck by a cleaning company's truck. The court said that it "must take into consideration the decline in the purchasing power of money." (Petersen v. General Rug & Carpet Cleaners, 77 N. E. 2d 58.)

As early as 1925 the Minnesota Supreme Court said: "The courts approve of verdicts today which would have been unhesitatingly set aside as excessive 10 or 15 years ago. Measured in money, the earning capacity of most men has increased; measured by its purchasing power, the value of a dollar has decreased. No immediate change in the situation is in sight. It is only right that these well-known facts should be taken into consideration." (202 N. W. 275.)

The Michigan Supreme Court, and possibly the courts in one or more other states, take the position that damages should be assessed primarily upon the basis of earning power at the time of injury rather upon the dollar's purchasing power.

Comment: The question has been decided one way or the other in most, if not all, states. We suggest that cleaners who have not already done so consult their local attorneys as to the attitude of the highest courts of their respective states on the subject, and confer with the agencies which place their liability insurance as to the sufficiency of present coverage. But it would seem to go without saying that coverage in amounts that were merely adequate 15 or 20 years ago should be increased considerably now.

And it would seem to be even more obvious that there is increased reason for using all possible efforts to eliminate accidents.

Effect of No-Liability Clauses

Where a cleaner receives articles for cleaning on condition that he shall not be liable for such results as fading, shrinking and moth damage, can he claim release from liability for injury resulting from improper handling or use of improper processes?

UNDER many decisions of the courts, such a clause applies only to such damage or losses as result from no fault of the cleaner.

An illustration is to be found in a Louisiana case where the cleaner received rugs for cleaning on condition that he would not be liable for moth damage. One of the Louisiana Courts of Appeal decided that if damage to the rugs resulted from negligent delay in cleaning them or from stacking them in piles of rugs where moths might escape to them from other rugs, the exemption clause would not apply.

The decision applies a very broad legal principle that a person cannot escape liability for negligence or other wrongdoing by contracting that he shall not be liable for it. (Woodward v. Royal Cleaning Co., 134 So. 443.)

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney, and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely upon your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

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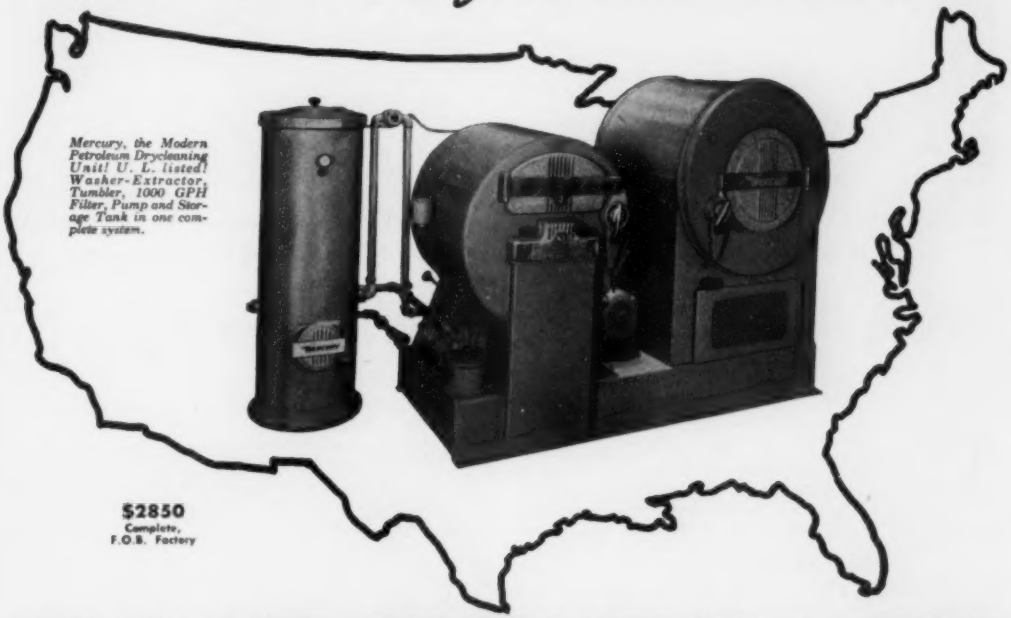

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LUNCHEON MEETING Sunday afternoon found most members present. Annual business meeting was scheduled in same room in the afternoon

Rug Cleaners at Detroit

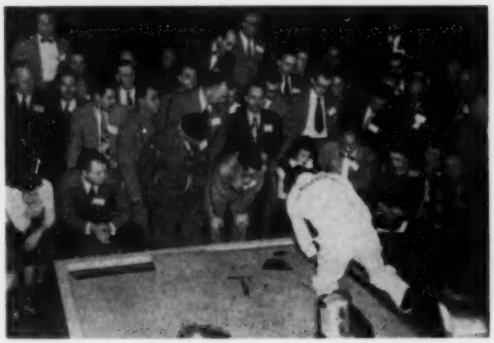
by JOHN J. DUNN

THE program of the sixth annual convention of the National Institute of Rug Cleaning in Detroit, January 13-15, centered mainly on the technical aspects of the industry. While some attention was devoted to government trends and the use of uniform accounting classifications, the subjects commanding most response in the open panel discussions covered the shrinkage problem, design of dryrooms and procedures in carpet installation.

Between the sessions of the three-day meeting, the rug cleaners visited the booths of the 20 allied trades firms which exhibited at the convention.

The opening session was called Saturday afternoon with Lewis M. Trudell, chairman of the convention committee, presiding. Following greetings from Detroit extended by Mayor Albert E. Cobo, the group was welcomed by John A. Leavitt, NIRC president.

Merrill A. Watson, president of the Carpet Institute, mapped out the broad area of mutual interest shared



DEMONSTRATION OF RUG LAYING without use of tacks commanded interest of audience

PANEL DISCUSSED upholstery cleaning and other sidelines. Left to right: Joseph D. Conway, E. Aaron Strong, R. L. Ayers, Jr., E. W. McGorey, and Fred C. Hild

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FINAL PANEL handled questions from the floor. Left to right: Henry C. Hartenbach, Jr., Norbert J. Berg, Julius G. Berger, M. R. Weiser, Harry Gross, William J. Schaefer, S. E. Swanson, E. A. Leonard, Frank E. Stafford and Col. James W. Rice

by the manufacturer and the cleaner of floor coverings. Uniform accounting classifications recently adopted for all branches of the textile maintenance industries were explained by John A. Carruthers, head of John Carruthers and Company, Boston. Standard classifications which permit industrywide compilation of data, the speaker pointed out, will be vitally important in price and profit negotations with government agencies.

NIRC members of Michigan were hosts for a cocktail party on Saturday evening. The rug cleaners reconvened on Sunday afternoon for the annual membership business meeting. Following the reports of the officers and committee chairmen, new officers were elected and the results of the mail voting for directors was announced Cecil L. Treadway, Chicago, was elected president while John A. Leavitt, Hartford, Connecticut, moved up to the post of chairman of the board. R. L. Ayers, Jr.,Covington, Virginia, was named vice president and Paul B. Williams, New York City, was retained as treasurer.

Members of the board of directors for the coming year include: John A. Baker, Charles H. Brown, Jr., August Draffkorn, Paul J. Ericson, John J. Hanrihan, Henry C. Hartenbach, Jr., William S. Ingersoll, William F. Kieschnick, Frank Reilly, Michael Rudolph, S. C. Sorensen and Joseph J. Wolfe.

Harry Haefner presented the convention keynote speech at the Sunday evening session. The general shape of things to come in national legislation was forecast by Norbert J. Berg, managing executive of the National Institute of Cleaning and Dyeing. E. A. Leonard, Alexander Smith and Sons Carpet Company, and S. E. Swanson, Bigelow-Sanford Carpet Company, uncovered some of the reasons for shrinkage in lower-priced carpeting and explained why the manufacturer can do little to combat the problem.

A demonstration of the techniques of tackless carpet installation, conducted by Charles E. Hopping and Frank E. Stafford of the Roberts Company, Los Angeles, was thet first feature of the Monday-morning session. Upholstery cleaning and other sidelines were discussed by a panel which included Joseph D. Conway, Certified Chemical and Equipment Co., Cleveland; E. Aaron Strong, American Rug Cleaners, Ann Arbor; E. W. McGorey, Ridley Cleaners, Detroit, and Fred C. Hild, Hild Floor Machinery Co., Chicago. R. L. Ayers, Jr., acted as moderator.

Julius G. Berger, NIRC engineering consultant, opened the Monday-afternoon session with an explanation on how subdivision of a dryroom will permit the processing of more rugs during the working day. Final feature of the business portion of the convention was a question-and-answer forum with a panel made up principally of the speakers who had addressed the group during the three-day meeting. With William J. Schaefer, Stamford, Connecticut, as moderator, the panel included: Henry C. Hartenbach, Jr., Norbert J. Berg, Julius G. Berger, M. R. Weiser, Harry Gross, S. E. Swanson, E. A. Leonard, Frank E. Stafford and Col. James W. Rice.

The annual banquet Monday evening topped off the convention. In addition many rug cleaners took a conducted tour of the Ford Motor Company Tuesday morning. The 1952 convention is set for Boston. # #

PART OF MEMBERS who attended the NIRC seventh convention in Detroit

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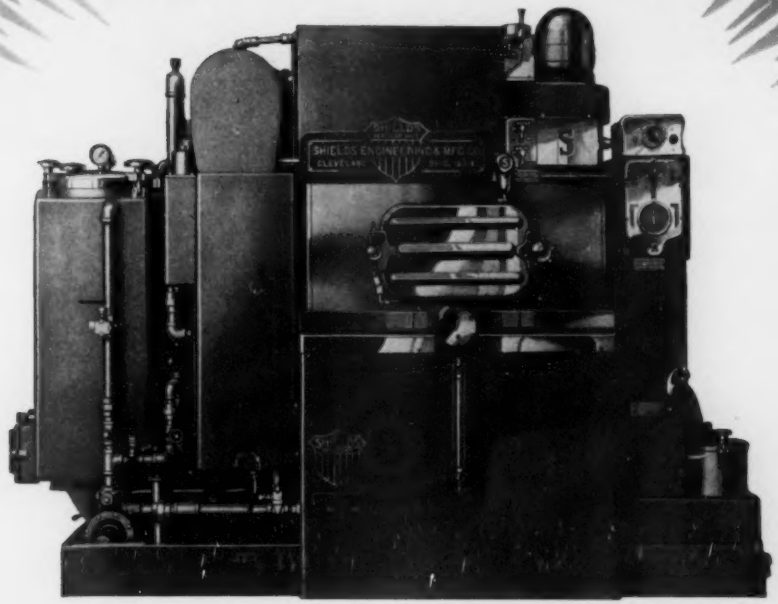

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50-pound load in. 40-minute cycle. Washer, cylinder, condenser of Monel metal with bronze fittings—vibration-proof construction. 1800-GPH filter—continuous filtration; 40-GPH still—independent distillation. 2½" dump valve. Injector emulsifies soap and solvent. Economical, fool-proof operation. Reserve tank for rinsing and balancing solvent in system. All parts easily accessible. Rugged, compact unit operates quietly under critical load conditions. A PRIZE PACKAGE delivered completely assembled—dimensions 34" x 88" x 78" high—enters through 35" door opening.

SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT with DELIVERY—with simplified, easy filter change—muck taken out dry—is the choice of discriminating dry cleaners. Garments go in Dry and are Taken out Dry—Load and Unload—Start the Timer—That's all that is necessary to run the machine.

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Big Little National

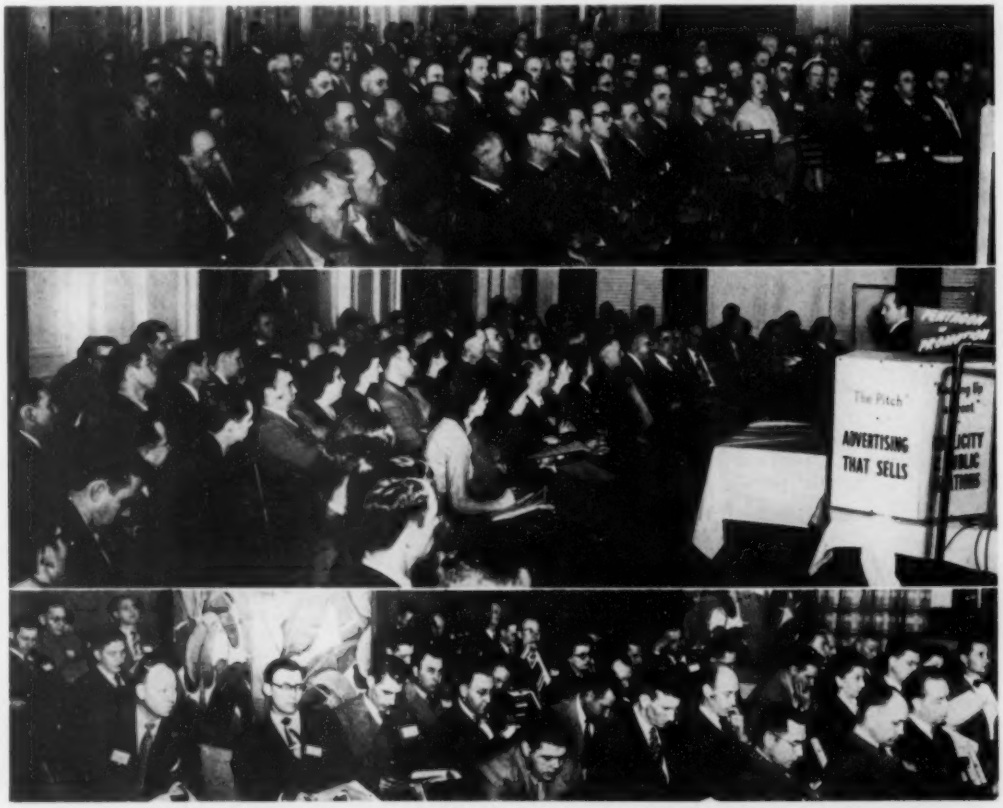
by LOU BELLEW

IOWA OFFICERS, above, left to right: Robert Corwin, secretary; past president Merlin McGowan; Manila Neal, first lady vice president; Harold Burke, president. Right, Nebraska officers: George Lemon, executive secretary; Oscar Neilsen, president; Dick Pulliam, vice president

TO call the Iowa-Nebraska convention the "Little" National is the understatement of the year. In the face of 10- to 12-below weather, there were 527 registrants at the meeting held in Des Moines January 27, 28 and 29. When the convention opened officially Sunday morning at 9:00, there were 400 delegates on hand—in spite of the Saturday-evening dance.

The entire delegation saw a slide presentation of the problems of Joe Blow's mythical Iowa-Nebraska plant, given by Lou Bellew of THE NATIONAL CLEANER & DYER, then split up into three groups to hear their problems solved by the speakers.

Larry Porterfield of Wichita Precision Tool Co. explained how to get wool production through the use of proper equip-



DELEGATES SPLIT into three groups wearing different colored badges; all had opportunity to hear every talk

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SUNDAY LUNCHEON

SUNDAY-NIGHT BANQUET draws overflow crowd of more than 400

ment. Laura Herrmann Porterfield of Bill Glover, Inc., showed how to do silk finishing the easy way, at less cost. Five fundamentals of good promotion were given by Bill Watson and George Fillipetti of the Ruthrauff & Ryan Advertising Agency. Edna M. Geddes made spotting seem play with her "Do's and Don'ts for the Spotter," and Bill Boyd and Les Francis of Sanitone Division, Emery Industries, discussed the importance of management thinking in a war economy.

The interpretation of old-time cleaning room procedure, by R. R. Street's Ernie Heidersbach and Shan Holsinger, had to be seen to be appreciated. Finally, John Gray and Robert Cowie of the National Institute of Cleaning and Dyeing told how to get the best out of both men and methods. The Sunday-evening floor show wound up the day.

The business sessions were continued on Monday morning, giving all three groups an opportunity to hear each speaker. The Monday-noon luncheon was to have included a resume of the convention speeches by Joe Blow's creator who, however, forgot his lines and got off the subject completely. After the luncheon nearly 300 of the conventioneers took advantage of a bus tour of some of Des Moines' outstanding cleaning plants.

Much credit for the successful, fast-moving program must go to the committees and officers, with special mention for individual effort to Bob Corwin, secretary of the host association. Chairmen of the three groups were Emory Kelley, Iowa City; Dale Sperry, Fort Dodge, and Jim Elledge, Marshalltown.

At separate elections the two associations chose officers for the coming year. Nebraska elected Oscar Neilsen, Aurora, president, and Dick Pulliam, Grand Island, vice president. George Lemon continues as executive secretary.

New Iowa officers are Harold Burke, Davenport, president, and Manila Neal, Storm Lake, vice president. Robert Corwin, Des Moines, was reelected secretary, and Louis B. Julius, Storm Lake, continues as treasurer. New Iowa directors are Harry Wells, Sheldon; Clark Wilson, Des Moines; Earl Bruce, Newton, and Roscoe Olmstead, Hampton. # #

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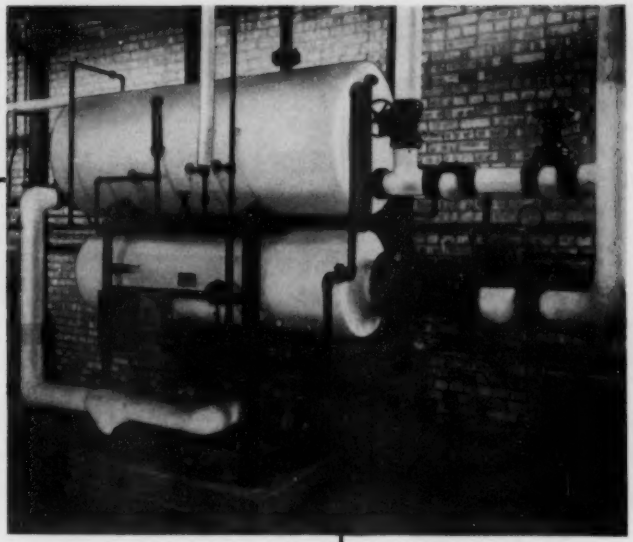

Schaub Heat Reclaim Boiler Feed System, Model S8C-D, at Chapman Laundry, Hammond, Ind. 350 HP boiler load; 125 lbs. W.S.P. (All process machines are equipped with Schaub "QUIK-TEMP" Metering Units draining to separate Schaub accumulator.)

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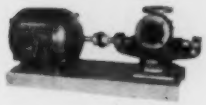

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Ultra-Dependable MAGNETROL Boiler Water Level Control
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Michigan Cleaners Meet

by JOHN J. DUNN

A WELL-ROUNDED program covering all phases of the drycleaning business was presented at the 37th annual convention of the Michigan State Association of Cleaners and Dyers in Detroit, January 19-21.

The convention opened Friday evening with a business meeting devoted mainly to reports submitted by the group's officers. Later in the evening an informal get-together party was sponsored by the Detroit Dry Cleaners Institute under Henry Rosman, Institute president, and Loren Farrell, managing director.

The first official session was called to order Saturday morning by President Frank Pingatore, Sault Ste. Marie. An address of welcome was presented by Albert E. Cobo, mayor of Detroit, and the response for the group was made by E. L. Messenger, Port Huron. The main address of the morning was presented by Stuart Bart, Stuart Bart, Inc., New York City. The speaker pointed out the importance of correct planning in achieving desired sales goals.

After the noon luncheon Malcolm McNett, National Institute of Cleaning and Dyeing, explained the use of break-even charts in gauging profit potentials. The nature of various reweaving services available to the industry was illustrated by Dan Weinberg, Globe Weaving and Repair Service, Chicago. A strong plea for better cooperation and improved competitor relations was made by Michael O'Neill, the association's promotion manager.

Methods for spurring routemen toward better sales efforts were outlined by Sam Darko, Sales Thought A Day Co., Indianapolis, Ind. Following a similar theme, C. B. Kasson, R. R. Street & Co., Inc., underscored the value of competent training for improving route sales.

William H. Stone, U. S. Hoffman Machinery Corp., acted as toastmaster at the president's banquet Saturday evening. Guest speakers at the dinner were Bob Hall, Pfeiffer Brewing Company, Detroit, and James Robertson, Robertson's Cleaners and Laundry, Saulte Ste. Marie. The president's ball followed the banquet.

The Sunday morning session opened with the showing of the color film on drycleaning practice prepared by the Oklahoma State Association of Cleaners and Dyers. Final feature of the convention program was a panel discussion on drycleaning practice headed by W. E. Marmaud, American Laundry Machinery Co. Trends in synthetic solvent cleaning were covered by P. C. McCutcheon, Dow Chemical Co., C. A. Gault, Anderson-Prichard Oil Corp., explained the developments in the use and the availability of petroleum solvents. R. F. McDonald, Eaton Chemical & Dyestuff Co., brought out the profits possible from a vigorous promotion of various sidelines. The question-and-answer period which followed ranged over a wide section of the technical aspects of drycleaning.

MICHIGAN OFFICERS, left to right: Bea Harman, executive secretary; E. L. Messenger, first vice president; Frank Pingatore, president; Herman O. Friedli, treasurer, and Dana Antes, secretary

SUNDAY PANELS, left to right: C. A. Gault, R. F. McDonald, W. E. Marmaud, P. C. McCutcheon

The board of directors met Sunday afternoon to elect officers. Named to head the group for another year were: Frank Pingatore, Pingatore & Sons, Saulte Ste. Marie, president; E. L. Messenger, Cleancraft Cleaners, Port Huron, first vice president; L. E. Bancroft, Bancroft Cleaners, Morenci, second vice president; Dana Antes, Antes Cleaners, St. Johns, secretary, and Herman O. Friedli, Friedli Cleaners, Saginaw, treasurer. Harry Budde, Budde Cleaners, Grand Rapids, was elected sergeant-at-arms. # #

Louisiana Group Meets

"GET Ready For What Is To Come" was the keynote at the two-day annual convention of the Louisiana Laundry Owners & Dry Cleaners Association, held at Alexandria January 27 and 28. Over 160 delegates and allied tradesmen registered for the meeting.

After the opening ceremony Saturday afternoon, Don Tuttle of Procter & Gamble showed his firm's talking movie, "Leave Less to Luck."

Paul Jacobsen of Wallerstein Company, first speaker on the Sunday-morning session, used color slides and some 700 fabric samples, eight classed as noncleanable, in giving his talk on handling semi-serviceable fabrics. During a question-and-answer period after the talk, delegates studied the samples at close range.

William Mercer of the Laundry Sales and Advertising Division of the American Institute

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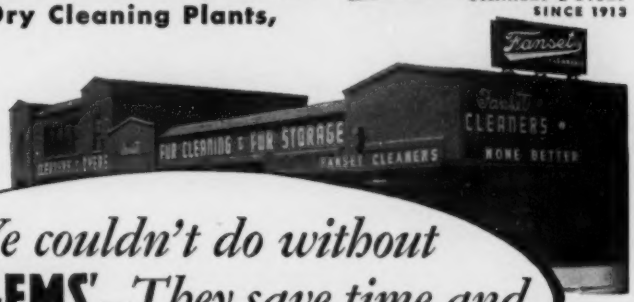

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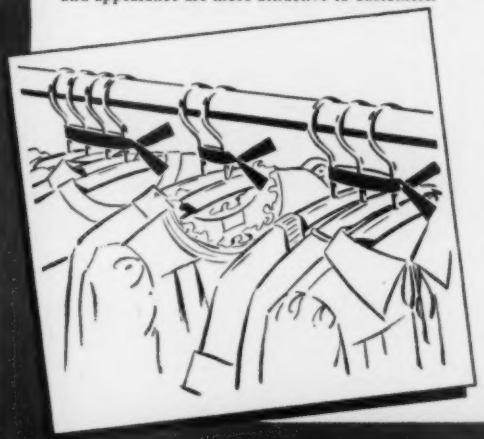
LET TWIST-EMS HELP YOU, TOO!

Just a simple "Twist-of-the-Wrist" and orders are quickly, neatly, and securely held as a unit.

Just a simple twist-of-the-wrist is all that is needed to bind multiple customer orders together. The scientifically gauged width of TWIST-EMS and the laminated wire method of construction make a *positive lock* that can't come undone.

TWIST-EMS save time, they are easier to use than cord or other methods of tying and their distinctive color and appearance are more attractive to customers.



Distinctive TWIST-EMS Grouped Orders Eliminate Driver Mix-ups.

No more costly mix-ups or partial orders delivered by drivers when TWIST-EMS are used. TWIST-EMS distinctive colors quickly identify group orders.

To discover for yourself how TWIST-EMS can help your operation, too, send today for FREE SAMPLES and literature.

FREE SAMPLES

GERMAIN'S Germāco Products Division
Dept. N. Los Angeles 21, Calif.
Please send samples and information on TWIST-EMS

Name_____
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City_____ Zone____ State____

'TWIST-EMS' MANUFACTURED BY **GERMAIN'S** GERMĀCO PRODUCTS DIV.

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LOUISIANA OFFICERS, left to right, seated: E. Bordelon, O. W. Broussard, J. D. Taylor, M. L. Green, B. Odom, directors; Mrs. H. Sudwischer, president; Philip Foote, past president; Henry Fisher, executive secretary. Standing: W. H. Linkwiler, E. Rush, C. Wells, C. Weiser, V. W. Bagart, directors; Don Weil, vice president; Shelton Blue, secretary-treasurer. Directors John Kean and R. L. Cline, Jr., were not in photo

of Laundering outlined some of the problems ahead for laundry and drycleaning operators and suggested advertising which would help in meeting the 1951 problems.

Robert Bower of Emery Industries outlined a program whereby plantowners could set up a training schedule along scientific selling lines. He also described successful methods which are being used to sell special services and listed a number of "tried" door openers.

In the following election of officers Mrs. H. Sudwischer of Crowley Laundry & Cleaners, Crowley, replaced Philip Foote, Chalmette Laundries, New Orleans, as president. Don Weil, Weil Cleaners, Monroe, was chosen vice president, and Shelton Blue of Blue's Dry Cleaning and Laundry, Lafayette, was elected secretary-treasurer. Henry Fisher, marketing counselor for the Southern Laundry Owners Association, with headquarters in Memphis, was employed to represent the Louisiana association and serve as its executive secretary.

Directors selected included the incoming officers and former president, and: E. Bordelon, Broadview Cleaners & Tailors, New Orleans; O. W. Broussard, Broussard's Steam Laundry, Jennings; J. D. Taylor, Taylor's Cleaners, Winnfield; M. L. Green, College Cleaners, Natchitoches; B. Odom, Service Cleaners, Ruston; J. Kean, Kean's Laundry & Dry Cleaners, Baton Rouge; R. L. Cline, Jr., Lake Side Laundry, Lake Charles; W. H. Linkwiler, Fashion Cleaners, Bossier City; E. Rush, French Unique Cleaners & Laundry, Alexandria; C. Wells, Model Cleaners, Alexandria; C. H. Weiser, United Cleaners, and V. W. Bagert, Bagert's Laundry & Cleaners, both of New Orleans.

The evening banquet featured short talks by Mrs. Sudwischer, Philip Foote, Henry Fisher, and Bill Alberts, president of the Mississippi association, and a speech by humorist Robert Rosse and as usual the "bull sessions" continued throughout. # #

FABRIC SAMPLES used by speaker Paul Jacobsen are inspected by delegates

ALL 20 MEMBERS OF MONROE ASSOCIATION attended. Check for group dues handed to Blanchard Odom, convention registrar. Entire Ruston group also turned out

Revealed... by cost accounting records

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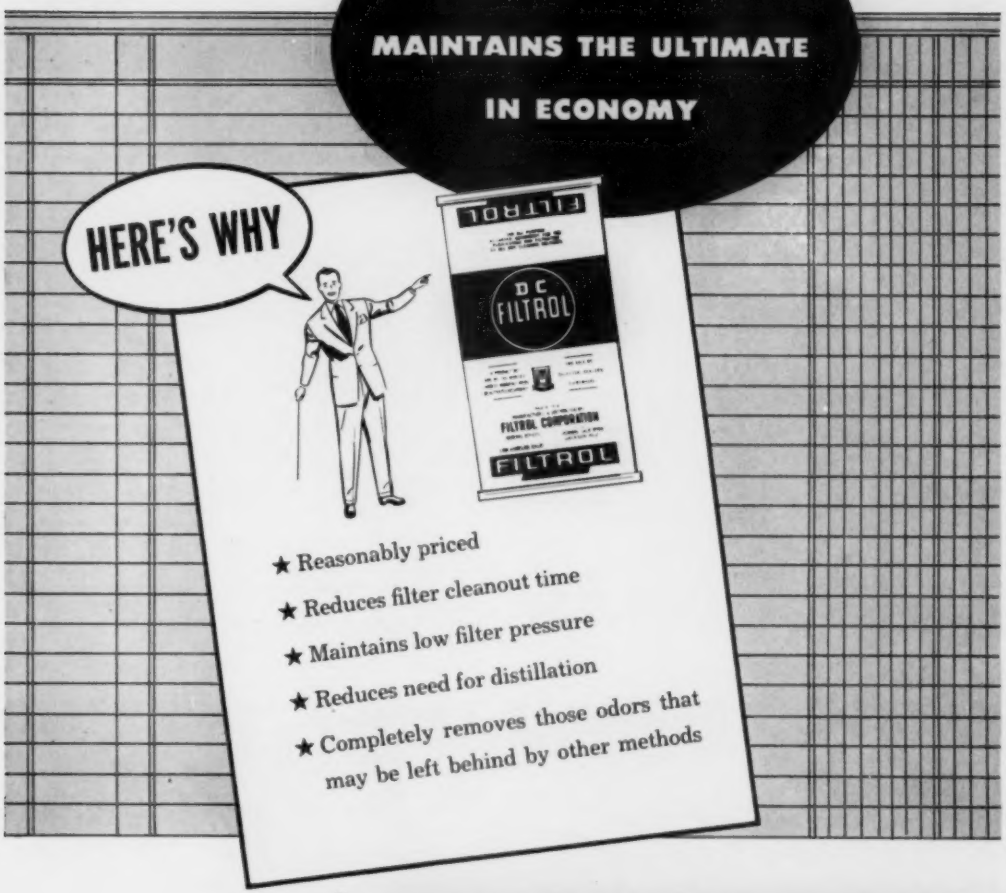

★ Reasonably priced

★ Reduces filter cleanout time

★ Maintains low filter pressure

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★ Completely removes those odors that may be left behind by other methods

Ask your distributor for DC Filtrol — it will be your start toward greater profits and better operations.

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Indiana Convention

by LOU BELLEW

LEFT TO RIGHT, back row: Paul Lerch, vice president; Elbert Glass, outgoing treasurer; new treasurer "Pappy" George Turner; front row: Bruce Kramer, president; secretary Crittenberger; Herm Ermisch, retiring president.

ALLIED TRADES LUNCHEON, clockwise: Richard Weaver, deputy fire marshal; Marvin Kirts, Midland Building Industries; Bill Warren, Stevens Advertising Co.; Roscoe Stovall, Stovall & Associates; Clyde Robinson, Swiss Cleaners; Dale Crittenberger, Indiana secretary; John Lamparter, Crescent Cleaners; Bob Morris and Peter Pasco, Martin Equipment Corp.; "Gib" Corbin, Wm. Lynn Chemical Co.; D. N. Nutter and Wayne Resener (in foreground), Stovall & Associates

ICE-COVERED roads cut the expected attendance at the annual meeting of the Indiana Association of Dyers & Cleaners, held January 13 and 14 at Indianapolis. Saturday was devoted to registration, ending with a dinner and dance. All general sessions were held on Sunday.

The first feature of the Sunday program was a skit on past and present relations between the average drycleaner and his customers, presented by Ken Thomas, editor, and Melva Krogh, associate editor, of *American Drycleaner*. Drycleaning standards were discussed by Felix Renick, managing director of the Institute for Maintaining Drycleaning Standards of the United States and Canada. Richard Weaver, deputy state fire marshal for drycleaning, gave practical advice on safe operation of a cleaning plant to eliminate fire hazards.

State Senator Hoyt Moore, Sr., unfortunately (or fortunately, according to your politics) at the last moment found himself unable to attend. Secretary Dale Crittenberger substituted, discussing legislative matters that affect the industry.

New officers of the association are: president, Bruce Kramer, North Manchester; vice president, Paul Lerch, Peerless Cleaners, Fort Wayne; treasurer, George Turner, Fashion Cleaners, Indianapolis. Dale Crittenberger continues as executive secretary. # #

ALLIED TRADES LUNCHEON, standing left: R. E. Bungenstock, Emery Industries; Morey Seldin, Gross Machinery. Standing right: Chuck Grossman, Adco; Bill McKenzie and Jim Liston, Wallerstein Co.; Doug Wallace, Keystone Aniline & Chemical Co. Seated, left: Steve Steverding, Davies-Young; Ray Wheeler, B & G Machinery Co.; Bill Layton, Wm. Lynn Chemical Co.; Kenneth Hosler, Wyandotte; J. E. Caster, Prosperity; D. A. Fay, Hoosier Solvent Co.; C. B. Kasson, R. R. Street; Mark Arnett, Stovall & Associates; E. A. Rose, Hoosier; Leo Baldenweck, Mercury Cleaning Systems; Charles McCovick, Keystone. Seated right of table: Ray Hatcher, Earl Armbrust, Tal Jonz, all of H. Kohnstamm & Co.; Charles Gibson; Lee Hocker, Progress Laundry, Indianapolis; Jim Elzey, Stovall; John Koebbe, Orr & Sembower; Charles Lamb, Emery; Joseph Urban, E. F. Drew; John May, Stern & Maley; Al Graham, R. R. Street; R. M. Cherry

SATURDAY DINNER

Which

Fuel Savings
—$59.62 fuel savings each month at Wisconsin Cleaners, Milwaukee, Wis.

More Output
—15% more output at Sun-Ray Cleaners, Chicago

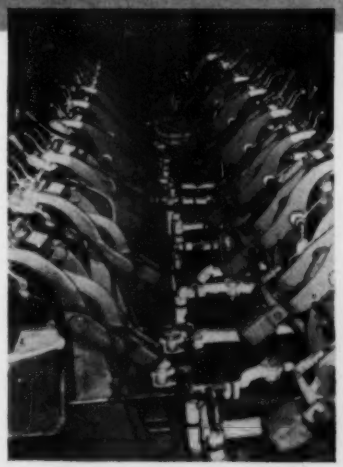
Faster Heat-Up
—15% reduction in heat-up time at Utopia Cleaners & Dyers, Birmingham, Ala.

Labor Savings
—25% less labor needed at National Cleaners & Dyers, Milwaukee, Wis.

is most important to you

YOU'RE likely to get a good share of them all, as these plants did, by switching to Armstrong Unit Trapping. This means installing an individual Armstrong Steam Trap on each steam-consuming unit, *including each separate chamber, chest or cylinder of every machine.* Only then can you achieve the machine's maximum work output.

Armstrongs keep dry steam pouring heat where it can be used most efficiently. How? By getting rid of heat insulating air and draining condensate as fast as it forms. Other advantages? An unparalleled record for low maintenance and long life. Credit this fact: the mechanisms in Armstrong Traps for your service are identical in design, workmanship and materials to those used in Armstrong Traps for power plant service at 1500 lb. pressure and 900°F! Your nearby Armstrong Representative can advise and supply you. Give him a call, today. Armstrong Machine Works, 850 Maple Street, Three Rivers, Michigan



An example of Armstrong Unit Trapping on a battery of presses. These Armstrongs are No. 880's —they have the strainer built right in.

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THIS BULLETIN TELLS YOU

the whole profitable story of proper trapping. Ask for Bulletin 193.

ARMSTRONG STEAM TRAPS

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In the drycleaning business, as in championship golf, control makes the difference. If finer work and faster service are par for your course, let Stod-Sol and Stod-Sol "Test Bundle Service" keep you on the green. This industry-proved solvent-and-service combination provides the quality and production control you need for leading the field. Call your nearest Stod-Sol distributor for details.

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NEWS NOTES *in the trade*

Johns-Manville Promotions

THE appointment of A. S. Elsenbast, general manager of the Celite Division, as a vice president of Johns-Manville Corporation has been announced by Lewis H. Brown, chairman of the board and chief executive officer.

Following his graduation from Cornell University in 1912, Mr. Elsenbast was associated with several chemical companies. In 1917 he joined the Celite Company as a research chemist, advancing to vice president in charge of sales engineering and development work. He held that position when Johns-Manville purchased the company in 1928, and was made general manager of the J-M Celite Division in 1946.

Other vice presidents of the parent corporation appointed were J. A. O'Brien, general manager of the J-M Industrial Products Division, and Harold R. Berlin, general manager of the J-M Building Products Division.

Messrs. Elsenbast, Berlin and O'Brien were formerly vice presidents of Johns-Manville

A. S. ELSENBAST

Sales Corporation, a J-M subsidiary. As vice presidents of the parent organization they will take an active part in the work of the recently established overall company planning board. In announcing the appointments, Mr. Brown pointed out that the board of directors has placed a higher valuation on the responsibilities of the general managers of the company's operating divisions.

Detrex Engineering Consultant

W. I. TEBO has been appointed Washington engineering consultant and technical adviser for Detrex Corporation, Detroit 32, Mich., according to an announcement by A. O. Thalacker, vice president and general manager.

W. I. TEBO

To his new position Mr. Tebo brings vast experience in basic engineering research, the announcement states. During his 19 years of company service he has had laboratory, engineering and field experience in every phase of industrial metal cleaning. He is thoroughly familiar with Detrex facilities and potential for development, engineering and production of defense materials.

Recently returned from a special assignment in foreign countries, Mr. Tebo will make his headquarters at the Shoreham Hotel in Washington, D. C.

Drew Appointments

E. F. DREW & CO., Inc., New York City, has announced the appointment of Albert A. Pariser and Matthew Robinson as salesmen for the Chemical Specialties Division. Mr. Pariser and Mr. Robinson, who are both well known to the trade, will handle the sales and servicing of Drew laundry soaps and detergents in New Jersey. The sale of Drew laundry products on Long Island, New York, will be handled by Jack Fabey. These appointments, the announcement states, mark the extension of Drew's selling activities in the laundry field.

The company has also announced the appointment of Joseph T. Urban to handle the sales and servicing of Drew drycleaning products. Mr. Urban will cover Ohio, Kentucky, Illinois and western Michigan and will work out of Drew's Chicago office. He will handle the entire line of Drew drycleaning products.

The appointment of Dan Wescott as district sales manager for the Metropolitan New York area has been announced by Dr. F. G. Guernsey, manager of the Chemical Specialties Division. Mr. Wescott has been associated with the Drew organization for a number of years and was formerly district sales manager of the Chemical Specialties Division in the Washington area. He will be in charge of the Drew sales organization in the New York City area.

Schaub Speaks at Chicago

AT the monthly meeting of West Suburban Cleaners Association, held January 9 at

FRED H. SCHAUB

Aurora, Illinois, the featured speaker was Fred H. Schaub, head of the Fred H. Schaub Engineering Co. of Chicago. Mr. Schaub emphasized the necessity for drycleaners to recheck the steam requirements of their plants, particularly at this time, so that they may properly utilize their boilers to get maximum efficiency.

Street's Transfer

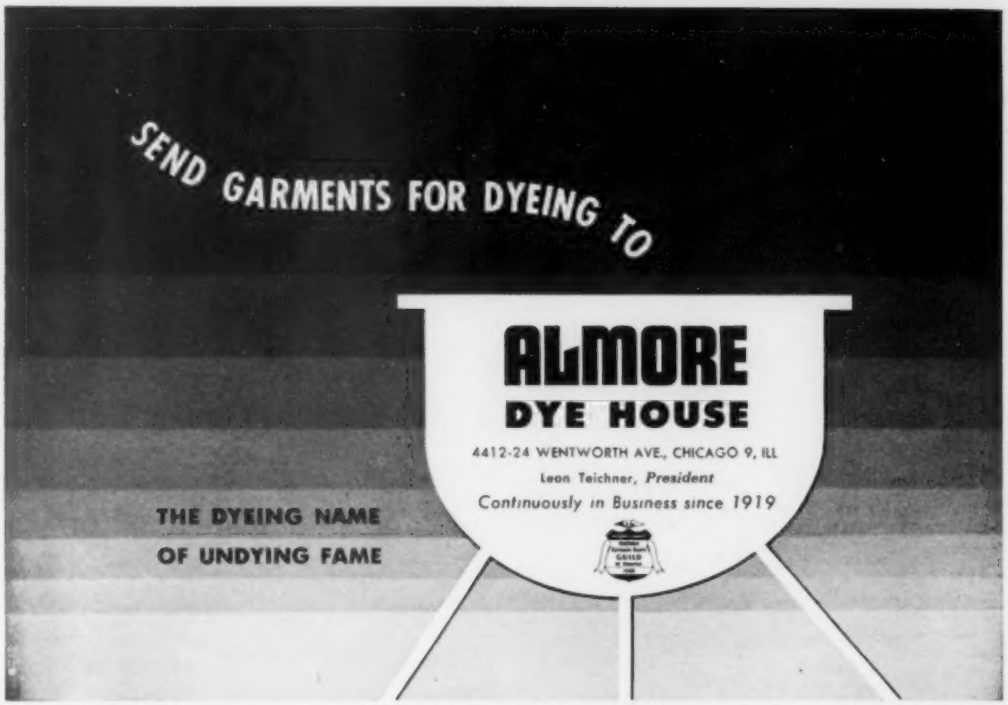
R. R. STREET & Co., Inc., Chicago, Ill., has announced the transfer of Larry Raynes fom the Detroit terri-

LARRY RAYNES

JAKE WAGNER

tory to the San Francisco-Oakland territory. Mr. Raynes is an NICD graduate, and has served as superintendent in a number of large, progressive plants. He also served as educational director of the Motor City Trade School at Detroit for more than a year and a half.

The Detroit territory has been taken over by Jake Wag-



ner. As a drycleaner, a plant-owner and a jobber's representative, Mr. Wagner has had years of practical experience and is well qualified to serve the industry in Detroit and southeastern Michigan.

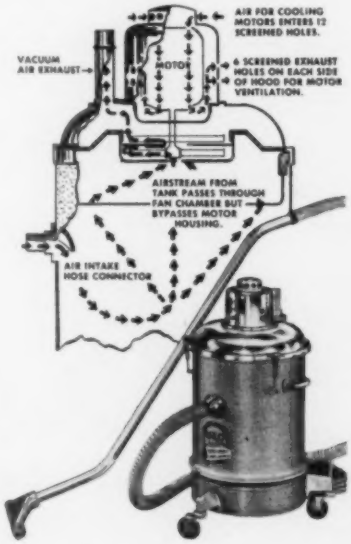
Mr. Raynes has established headquarters in the San Francisco-Oakland area, from which he will give technical field service without charge to plantowners in northern California and eastern Nevada. Mr. Wagner has purchased a home in Detroit, so that he may offer more frequent and regular field service to plantowners in that city and the surrounding territory.

Calendar for Cleaners

A CALENDAR especially designed for distribution by drycleaners to their customers has been issued for 1952 by the Kemper-Thomas Company, Norwood Park, Cincinnati 12, Ohio. In addition to the usual data, the illustrated calendar contains educational material on the drycleaning process and garments, household and planting hints, and similar miscellaneous information for each month of the year.

New Hild Portable Vacuum

A NEW Portable Heavy Duty Vacuum Machine has been announced by the Hild Floor Machine Co. The new vacuum is designed to pick up either liquid or dry dirt without adjustment or change of parts and with no special precautions to guard against damaging the unit, the company states.



According to Hild, this safety feature is the result of a specially developed, completely new type of power unit. The Hild Vacuum employs a "by-pass" motor which does not depend for cooling on the vacuum air stream, which does not pass through the motor housing. Thus the motor cannot, it is claimed, be damaged by dust or moisture picked up by the vacuum. A separate independent cooling fan is said to keep the motor running cool even when the vacuum intake is "sealed" against the floor or carpet.

Other design improvements incorporated in the new Hild Vacuum include equipment of the ball-bearing swivel casters with string-guards which keep the machine rolling freely. Non-rusting swivel-type hose connections for both vacuuming and blowing are permanently built in, and a rack is provided for conveniently carrying or storing the hose when not in use.

Newly designed attachments equip the Hild Vacuum for clean-up jobs on floors of all kinds, on rugs or carpets and "overhead" cleaning such as pipes, ceilings, walls, venetian blinds, machinery, etc.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Complete information may be obtained by writing to Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.

"Martinizing" Course

A FIVE-DAY course given by Martin Equipment Corporation, 777 Hertel Ave., Buffalo, N. Y., begins the second Monday of the month. It covers an intensive study of drycleaning done the "Martinizing" way, the company states, and in-

cludes actual work in a model plant, in connection with the Martin Test Plant. The course usually requires one or two evening sessions as well as full eight-hour days Monday through Friday.

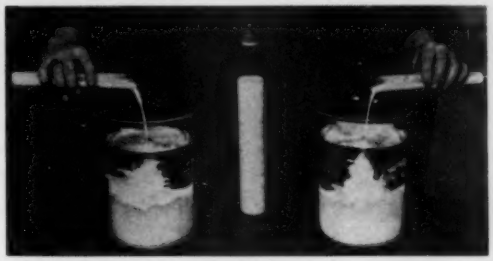
Upon completion of the course, a franchise to do Martinizing is sent to the plant which enrolled the student.

New Pennsalt Detergent-Emulsifier

A NEW drycleaning soap described as both a detergent and emulsifier has been introduced by the Pennsylvania Salt Manufacturing Company. Called Thriftex, the new product was developed in the laundry and drycleaning laboratories at Whitemarsh and field-tested in a number of drycleaning plants under a variety of operating conditions.

Thriftex produces highly stable emulsions with moisture in stock solutions and disperses the moisture finely and uniformly throughout the washer, according to J. Stanley Hall, manager of Pennsalt's laundry and drycleaning department. It can be used in all petroleum solvents, the company states, and is completely removed by distillation or by the use of activated (sweetener) powders.

Thriftex can be used direct from the drum if desired or in any of the following stock solutions: 1 part Thriftex to 1 part water; 2 parts Thriftex to 1 part water, or 1 part Thriftex, 1 part solvent and 1 part water. When mixed in the order shown, with vigorous agitation, Thriftex rapidly emulsifies the moisture to form water-in-oil stock solutions that, it is claimed, remain stable for months.



STOCK SOLUTIONS of one part Thriftex to one part water (left) or one part Thriftex, one part solvent, one part water (right) are said to remain stable for months (center)

The stock solution is used in the washer in amounts ranging from ¼ ounce per pound of garments for hard woolens to 2 ounces per pound for trench coats or reversibles. On white woolens, flannels, blankets, sweaters, drapes and similar articles, Thriftex is used direct from the drum. It can also be used in a two-soap method or in hand brushing or prespotting.

Because of the present supply of containers, Thriftex is available only in 5-gallon cans or 55-gallon drums.

The product is described and instructions given for its use in Pennsalt Service Bulletin 19, "How To Control Moisture in Dry Cleaning." The bulletin or further information may be obtained by writing to Pennsalt Chemicals, 1000 Widener Building, Philadelphia 7, Pa.

Water-Repellent Bulletin

A BULLETIN describing the method of applying Niaproof water-repellent finishes has been issued by Carbide and Carbon Chemicals Co. The product can be used in dry-

One Step at a Time!!

YOU CAN RELY ON RELIABLE

YOU can install RELIABLE Cleaning and Storage Equipment . . . *one step at a time* . . . each one planned for YOUR profit FIRST! START with your "right foot" . . . FUR CLEANING . . . then, take the "next step" . . . FUR STORAGE! *Why not send for more information, NOW?*

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FUR STORAGE EQUIPMENT CO.
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Yes "Reliable"
• We want FUR STORAGE DATA ☐
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A call from a Field Representative ☐
. . . without obligation, of course.

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TarGo does things for you. It's not just another spotter. It has outstanding stain removal qualities not found in other spotters. That's why so many smart cleaners throughout the country use TarGo for their tough spot removal jobs.

Drycleaners use TarGo for another reason, and that is because it is quick acting. It saves time. It saves manipulation of fabric that on sheer cloth is usually detrimental.

Yes, TarGo saves you time and labor. It saves claims. That's all important!

Keep TarGo handy on the spotting board in the new dispenser bottle. It's yours for the asking.

Stains go with YellowGo, TarGo, InkGo, ColorGo, RustGo, and Penso

A. L. WILSON CHEMICAL CO.
The last word in Stripping and Spotting Agents
38 PASSAIC AVENUE, KEARNY, N. J.

cleaning or laundering on all fabrics, the bulletin states, to give repellence to rain or perspiration, resistance to stains from spilled drinks, and some resistance to mildew. The bulletin especially recommends use of the water repellent for linen supply companies and institutional laundries.

Copies may be obtained by writing Carbide and Carbon Chemicals Co., 30 E. 42nd St., New York 17, N. Y.

Complete Bundle Press

THE Auto Twin Rapid Complete Bundle Press is the latest in the line manufactured

by Beown & Green Ltd., Luton, England, and distributed in the United States by Reliable Steam Pressing Machine Service, Inc., 175 Bergen St., Newark 3, N. J.

The equipment is described as a single-operator press which does the work of a complete wearing-apparel unit, and is said to produce 15 to 20 pounds per operator hour on mixed family wearing apparel. It includes a single-foot tiptoe control, freeing the operator's hands, and is said to lessen fatigue by holding the operator at one fixed point. The saving of floor space is also pointed out by the distributor.

The Auto Twin Rapid Complete Bundle Press is said to be safe, with no chance of the operator being burned and with no deflection of heat into her face. It is also stated that new operators require only a few days to adapt themselves to the equipment.

Diamond Vice President

THE appointment of A. L. Geisinger to a vice presidency in Diamond Alkali Company, Cleveland, Ohio, has been announced by President Raymond F. Evans. Long an executive of the company, in his new role Mr. Geisinger will have charge of Diamond's activity in the organic chemistry field. At present he is also president of the Martin Dennis Company of Newark, N. J., one of Diamond's divisions.

Mr. Geisinger received a degree in mechanical engineering from Ohio State University in 1914. In 1919 he joined Diamond Alkali at its Pittsburgh headquarters, launching a service record of over 30 years.

Pellerin Marriage

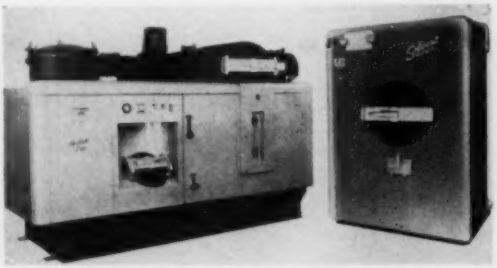
NORVIN L. PELLERIN, president of the Pellerin Milnor Corporation of New Orleans, La., was married recently to Miss Sue Rose Wright.

Vic Combination Unit

A NEW combination unit known as the "Rocket" has been introduced by Vic Cleaning Machine Company. The Rocket is a combination of the Vic Model 24 Solvent Saver and Vic Model 29 Cleaning Unit. Each unit can be had separately, if desired.

According to Vic, the combination unit has a capacity of 144 pounds per hour in 40-pound loads, and leaves garments dry, odor and lint free.

Complete details may be obtained by writing Vic Cleaning Machine Company, Minneapolis 3, Minn.



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New Huntington Vacuum

THE new lightweight Model 95 Silent Huntington Vacuum Cleaner was introduced recently by Huntington Laboratories as an improved successor to its Model 90 unit.

Construction changes in the new 30-pound model make it one of the most portable heavy-duty machines on the market, Huntington states. Three-caster mounting prevents teetering on uneven floors, and the machine's low center of gravity and 27½-inch height are said to make it easily maneuverable in confined areas.

The Huntington Model 95 operates without belts. It is said to have extremely low power requirements, operating on 0-60 cycles with a 5/7 hp. motor for 1½-inch air orifice and hose. The 5/7 hp. motor develops a maximum water lift of 57 inches. The machine has a capacity of 1½ bushels or 9½ gallons.

Rust-resistant heavy baked enamel is used to finish the interior of the unit, and rubber gaskets on the dust bag and water pan are designed to eliminate air leakage.

The Silent Huntington Model 95 with standard dry equipment includes a 10-foot, 1½-inch flexible hose, steel floor-cleaning wand, floor tool, upholstery tool, air filter bag, and 35-foot pull-out-proof rubber cord plug set. For wetcleaning, the machine includes a water pickup pan and floor squeegee tool in addition to the above equipment.

For more information write to Huntington Laboratories, Inc., Huntington, Ind.

Reel Garment Holder

A NEW garment holder called the "Reel" has been announced by E. J. Newhouse of the Newhouse Company, 1125 E. Colorado Blvd., Glendale, Cal. The Reel Garment

Holder consists of a small but sturdy 5-foot cable which operates on a spring reel enclosed in a die-cast housing. A thumb-controlled button releases or retracts any length of the cable needed at any one time.

The new holder, Newhouse states, replaces the beaded chain which may become jammed or tangled.

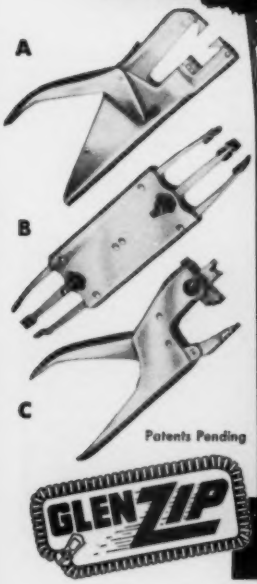
New Arrow Catalog

A NEW catalog describing its complete line of stapling products has been issued by Arrow Fastener Company, Inc., 30-38 Maujer St., Brooklyn 6, N. Y. The 6-page, 2-color folder shows the many types of stapling devices offered by the company and reproduces a number of thumbnail sketches showing how these hand units are being applied on various jobs.

Darco Names Pié

THE appointment of Paul F. Pié, Jr., as superintendent of the Marshall, Texas, activated carbon plant of the Darco Department, Atlas Powder Company, has been announced by L. M. Gill, general manager. Mr. Pié joined Atlas Powder Company in 1932 after graduating from the University of Delaware in chemical engineering. In 1942, following several years in the Darco Research Laboratory, he went to Kentucky Ordnance Works, a TNT operation managed for the United States Government by Atlas. He re-

NOW - jammed ZIPPERS repaired in a jiffy!



If your sales are hampered by the problem of faulty zippers, you need the GlenZip zipper repair kit. Opens all jammed zippers so easily . . . quickly restores smooth operation. These 3 simple tools are all you need, and are as simple to work as A-B-C. Priced so low every shop can afford one. Pays for itself many times over in customer satisfaction. Order your kit today!

Set of 3 tools complete, only $22.50

Set of Talon zipper parts in compact case—special at $7.00

A. Opens jammed zipper easily . . . quickly. B. Closes zipper to proper position for replacing slider. C. Replaces and tightens slider, teeth and stops.

GLENZIP COMPANY
216 No. Clinton St., Chicago 6, Ill.
Division of GLENBARD TOOL MFRS. Chicago

Here's what the GlenZip zipper repair kit does —

1. Removes damaged or jammed slides, without removing zipper or parts.
2. Opens slide if material is caught—without damage to material.
3. Opens new slides for replacement of damaged slides.
4. Installs top and bottom stops.
5. Replaces broken teeth.
6. Remeshes any size zipper perfectly—in a jiffy.
7. Tightens loose teeth.
8. Replaces slide perfectly for "smooth" zipping.

Satisfaction guaranteed or your money refunded.

FREE booklet on zipper repairing with every kit. Write Dept. NC-3

Please send ..... GlenZip kits @ $22.50 per kit.
..... Sets of zipper parts @ $ 7.00 per set.
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Address .....
City..... Zone..... State.....

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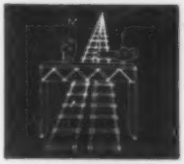
EXAMINE... the Fletcher "WHIRLWIND"

COMPARE... THESE FEATURES



ABSOLUTE SAFETY Structurally strong to permit high speeds (up to 1,200 RPM). "Glass-smooth" basket interior. Safe for all fabrics.

FINGER-TIP CONTROL Just set the pointer. Hydraulic brake goes on and off automatically. A great time and labor saver.

AUTOMATIC HYDRAULIC BRAKE Long-lasting automobile type hydraulic brake assures quick, smooth stops.

LARGE CAPACITY Fletcher basket design holds more . . . turns out more work. Over 21 cubic feet of space in 48" basket.

USES LESS FLOOR SPACE Compact design allows more efficient plant layout. Diagram shows 48" size. Compare it.

For complete information and construction details send for Bulletin 53.

FLETCHER WORKS

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turned to Marshall in 1945 as assistant superintendent.

Mr. Pié succeeds Richard M. Williams, who retired March 1 after 33 years with Atlas Powder Company and Darco.

The Darco Department general headquarters and sales division are located at 60 E. 42nd St., New York City.

Diamond Promotes Flobeck

THE appointment of J. A. Flobeck as assistant manager of the New York-New England branch sales office of Diamond Alkali Company, 122 E. 42nd St., New York City, has been announced by W. H. McConnell, director of sales.

For the past six months Mr. Flobeck has been engaged in special sales and service work for Diamond throughout New York and New England. In his new post he will continue to report directly to Henry B. Clark, manager of Diamond's New York-New England branch sales office.

Hagan Chicago Office

A NEW Chicago district office has been established by Hagan Corporation, Pittsburgh combustion and chemical engineering firm, and its subsidiaries, Hall Laboratories, Inc., Calgon, Inc., and The Buromin Company. The organization was formerly represented in Chicago by Burke & Colston.

The new office is at 1463 Monadnock Building, 53 W. Jackson Blvd., Chicago 4, Ill.

Fur Consultation Service

A COOPERATIVE organization for operators of fur storage vaults and fur repair services has been announced by Joseph Silverstein, director of the Fur Storage Research Institute, Westbury, N. Y. The Institute offers members such services as advice in promotion and business operation, information on purchasing, a pattern service, and cooperative action for foreclosure of unclaimed garments.

New Dodge Features

THE new B-3 Series of Dodge "Job-Rated" trucks incorporates over 50 new features, the company states, including increased power, new styling, better brakes, more driver comfort and newly designed shock absorbers.

L. L. Colbert, president of Chrysler Corporation and president of its Dodge Division, announced that horsepower increases in some of the eight engines powering the new line range as high as 20 percent. Gross vehicle weight ratings range from 4,250 to 40,000 pounds, and gross combination weight ratings to 60,000 pounds. Among engine improvements cited by the announcement are higher governor settings, redesigned fuel pumps, "hotter" spark plugs with improved moistureproofing, larger-capacity generators, a new high-torque starting motor, and more efficient cooling systems.

New Oriflow shock absorbers, which are said to give easier riding and better handling, have been introduced on the ½-, ¾- and 1-ton models. Brakes have been improved on all models, with a new Cyclebond molded tapered lining now used on all models not equipped with air brakes, from the 1½ ton up. Loading heights are even lower than before on all models from the ½-ton through the 2-ton. To provide easier and faster loading of the ½-ton panel, the upper flange of the center of the rear bumper also was depressed to make a step.

ENGINE OUTPUT of ½-ton panel in new B-3 Series of Dodge "Job-Rated" trucks was increased from 82 to 86 net horsepower

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Martin Appointments

W. R. WALLENS, executive vice president of Martin Equipment Corporation, Buffalo, N. Y., has announced the appointment of Philip Yasny in charge of package plant promotions. Mr. Yasny, who has a

PHILIP YASNY

ROBERT E. MORRIS

15-year background in sales and engineering, will work out of the New York City office of the company.

The company has also announced the transfer of Robert E. Morris, formerly Martin's sales representative at Los Angeles, to the state of Indiana. Before joining the Martin organization a year ago, he was associated with television and motion picture production studios. According to the announcement, the sales record he established under C. R. Alford, Southwestern district representative, has earned for Mr. Morris a territory of his own. Offices will be maintained for both sales and service at 325 Bankers Trust Bldg., Indianapolis, Ind.

StamPatch Mending Kit

A KIT of tools designed for repairing cigarette burns, moth holes, and small rips and tears up to one inch has been developed by StamPatch Magic Mender, Elbow Lake, Minn. The manufacturer also recommends the use of the tools to replace small areas with bad spots that cannot be removed.

According to StamPatch, the kit can be used by anyone with or without experience in repair work. The area around the hole or burn is removed, and a new portion inserted from an inseam or the hem of the garment, matching weave and design. The patch is secured by adhesive, which the manufacturer claims will hold fast through synthetic or petroleum drycleaning and dyeing.

The kit contains six tools: a square, an oblong and three circles of various sizes, with holder, so that the operator can work on any part of the garment including the area next to a seam. A supply of adhesive and a stamping block are included with the set.

Spotting Invention

APPLICATION for a patent on a new spotting device has been made by Raymond Lyons of Paintsville, Ky. The device is a wool spotting board that can be attached to a regular spotting board, flipped over the top and used at the desired angle, or flipped back out of the way when not in use. According to the inventor, the device can be used with any steam spotting machine by changing the mounting bracket.

Carpet Cleaning Course

A NEW carpet cleaning detergent called "Karpet-Kare" has recently been introduced nationally by the Bigelow-San-

ford Carpet Company, Inc., of New York City. The company's dealers located in major cities throughout the country have received special courses on the use of the carpet cleaning detergent and in turn instruct customers. "Karpet-Kare" is rec-

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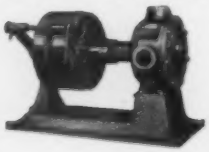

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ommended to clean wall-to-wall carpets that remain on the floor the year round.

The detergent is packaged by the Lea Laboratories, Inc., Cincinnati, in gallon Duraglas containers which are plastic-lined to insure good results. The Duraglas containers and metal closures are supplied by Owens-Illinois Glass Company, Toledo, Ohio.

Vic Soap Still

THE new Model 41 Vic Soap Still has been announced by Vic Cleaning Machine Co., Minneapolis, Minn. The soap still has a capacity of 75 gallons an hour, giving three soap loads per hour on Vic Models 22 and 37 and Rocket Per, or two loads per hour on Models 90 and 38. The equipment takes up a space of 28 by 24 inches, is 75 inches high and weighs 500 pounds (700 pounds crated).

According to Oscar Victor, president of Vic Cleaning Machine Co., the equipment was developed because of the increasing use of moisture by many plants and the use of different types of soap necessitated by new fabrics. With the new soap still, he states, the entire load can be taken out of the washer and dumped into the still, which will automatically distill it and return it to the storage tank before the next cycle is started. When desired, the cleaner can by-pass the still and go directly to the storage tank.

GMC Announces New Models

THE 1951 model light line of trucks has been announced by the GMC Truck & Coach Division, General Motors Corporation. Important engineering changes, the announcement states, have added extra horsepower to both the 228 and 248 cu. in. engines found on the new GMC line, which ranges from the 100-22 model series in the half-ton class through the two-ton. Many of the new features on the GMC light trucks, it is said, have been taken from the heavy-duty line to give them greater ruggedness.

Horsepower has been stepped up from 96 to 100 on the 228 engine (3400 r.p.m.) and from 110 to 114 on the 248 (3600 r.p.m.).

Driver comfort has been emphasized in the new models

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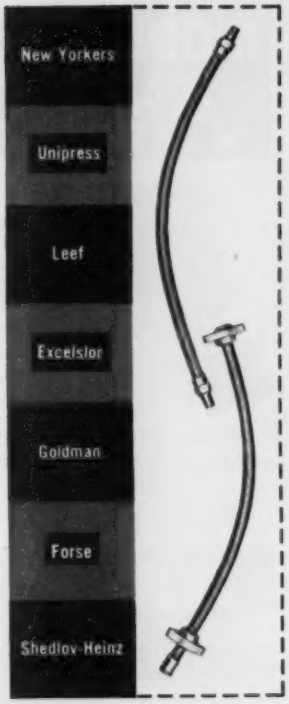
9 out of 10 presses

USE PRESSTITE CONNECTORS



YOUR GARMENT or laundry presses deserve completely reliable, trouble-free steam connectors. That's why 9 out of 10 presses are originally equipped with Presstite* seamless flexible metal connectors.

WHEN YOU REPLACE your connectors, be sure to ask your jobber for Presstite. For machines originally fitted with swing joints, ask for Steamtite.* Bulletin L-173 shows how to order the right connector for your machine. Send for it today.
The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Company, Ltd.

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ANACONDA

wherever connectors must move... ***American***

FLEXIBLE METAL HOSE AND TUBING

with the introduction of controlled ventilation windows, originally found only on GM passenger cars.

The new selection of colors for the 1951 models includes such shades as Twilight Blue, Miami Sand, Polar Gray and Mahogany Brown, now available as standard.

New TarGo Container

THE A. D. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J., has introduced a new dispenser bottle for its TarGo. The new bottle, handy on the spotting board, is of 8-ounce size.

New Clayton Generators

A NEW electronic safety control for gas burners and an air interlock safety device are among the new features of the 1951 model Clayton package steam generators, according to John J. Billman, sales manager of the Steam Generator Division, Clayton Manufacturing Co., El Monte, Cal.

The new electronic control furnishes electric ignition, proves the flame pilot, energizes the solenoid coil to pass gas to the burner, and stops ignition spark after the burner is ignited. If there is an interruption or malfunction of any component, the control automatically returns to the first step, electric ignition. Safety shutdown occurs on either ignition failure or loss of flame.

The air interlock is a supplementary control on the main gas valve to prevent the flow of gas to the burner during an off cycle, or in the event of blower, electric current or motor failure. The interlock will not allow the main gas valve to open if there is an excess of gas pressure.

Clayton generators are offered in 10, 15, 30, 50, 75 and 100 hp., either gas- or oil-fired or a combination of both. All units are complete and ready to operate after connection with fuel, water and electric lines, the company states, and all are fully automatic.

Improved Rotary File

AN improved model of the Ferris Rotary File has been introduced by Ferris Manufacturing Company, Stratford, Conn. New features pointed out by the manufacturer include removable baskets in balanced trays that rotate either way, and freedom from belts, punch

NEW NON-SLIP SURFACE
for SNA-PON . . . an added feature

IT'S EASY TO PUT ON SNA-PON:

50% easier to thread!
Just slide on and press down!

The famous non-pivot guard now with non-slip surface that decreases handling time even more! Snaps on any standard wire hanger . . . die-cut ends prevent pivoting . . . rigid fiber in tubular shape —stands more abuse. It's a completely new principle, fully patented.

SNA-PON is approximately ½" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

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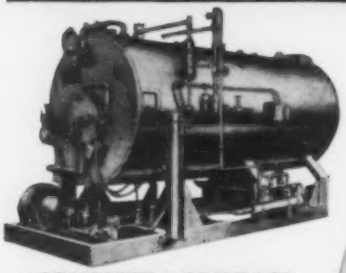

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More and more laundries and dry-cleaners are standardizing on Prym SONOMOR pins and hangers.

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Insist on Prym's SONOMOR QUALITY.

For Brass Pins of QUALITY . . . Prym's Aristocrat.

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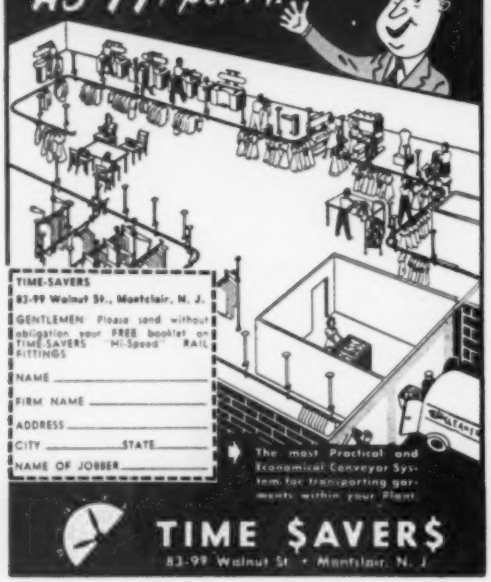

TIME $AVER$
83-99 Walnut St. • Montclair, N. J.

cards, slots, rods or any fastening device, which is said to give complete accessibility to one or a dozen cards and allow cross-filing. Present cards can be used. The file has a capacity of up to 13,000 cards in standard models and occupies three square feet of floor space. It is mounted on casters.

Files can now be made on request to any reasonable size, the company states. Further details may be obtained by writing to Stanley Dulski, Ferris Business Equipment, Inc., 244 Great Meadows Road, Stratford, Conn.

Johnson Representation

THE Johnson Corporation, Three Rivers, Mich., has announced a change in representation on the West Coast. Guy L. Warden & Sons, formerly district representatives for Johnson in lower California, will now cover the entire state, as well as Curry, Josephine and Jackson Counties in Oregon. In addition to the offices at 209 W. 12th St., Los Angeles 15, Cal., Guy L. Warden & Sons has now opened offices at 5200 E. 12th St., Oakland 1, Cal.

Both addresses will carry a complete stock of Johnson products such as rotary pressure joints, compressed air separators and aftercoolers, boiler water controls and solenoid valves, as well as service parts for Johnson boiler feed systems and the Johnson Electrap. As one of the pioneer members of the Johnson sales and service organization, Guy L. Warden & Sons is well qualified to help in the selection and servicing of all Johnson products, the company states.

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CLEAN CLOTHES mean satisfied customers. Solvink removes ink, rust, paint and blood stains, quickly and safely.

CLEAN PROFITS are guaranteed. Solvink saves you money. Saves you time. Keeps your customers happy.

½ pint set—two solutions—$2.25. Even more economical in pint, quart and gallon sizes.

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GREENVILLE CHEMICAL CO.
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Mfgrs. of Solvink—Greenzyme—Tansol—
Iodaze—Siz-in

High Cost of Wet Coal

WET coal is expensive. The higher the cost per ton of the coal, the greater is the cost of the water. A number of years ago this writer received the following answer from a chief mechanical engineer in charge of coal mines to an inquiry regarding percentage of moisture:

"The amount of water absorbed by coal depends upon its fineness. Water adheres to surfaces, and is not drawn into the body of the piece to any great extent. Bituminous coal in lumps the size of an egg, when drenched with water, will increase in weight only a fraction of a percent. Fine sizes, however, both bituminous and anthracite, will hold up to 20 percent of moisture, depending upon the fineness."

So, when you purchase coal insist upon its being dry or at least be sure that an allowance is made for the moisture contained in it. To make a test for moisture simply take 10 or 20 pounds of the average wet coal and pulverize it. Then heat it gently—for example, on top of the boiler—so that only the moisture will be evaporated. Do not heat it to such a degree that any of its gases will be driven off.

After drying, weigh again and subtract the final weight from the original wet weight. Divide the difference by the original weight and the quotient is the percentage of moisture. A moisture of 12 percent is not at all uncommon. One purchaser states that he has bought coal showing 33 percent water when delivered.

If water were combustible it would not be so bad, but instead of aiding combustion water retards it. Therefore, the water is the cause of a *double* loss. # #

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***The Solvo-Miser reclaims between 90 and 95% of your solvent.**

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Production is doubled, even tripled, when used with a closed type synthetic cleaning machine.
Increases capacity.
Complete expulsion of fumes through efficient deodorizing system.

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Courses approved by the Penna. Bureau of Rehabilitation, Penna. Dept. of Public Instruction and the V. A.

Special Attention Given the Handicapped

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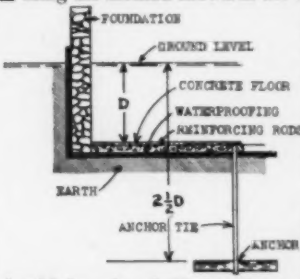
Repairs Farmed Out

IN Barrington, Illinois, Ed Gieske of the Barrington Laundry and Drycleaners found it expedient to farm out his paid repair work. Regardless of Ed's reasons for doing this, it offers an excellent way to obtain part-time alterations and repair labor, or to solve a space problem when your plant is too crowded.

Every morning the seamstress doing Mr. Gieske's repair work drops by the plant to pick up the day's work. She receives 75 percent of the amount charged the customer. The driver gets his regular 15 percent and the other 10 percent goes to the boss.

Waterproofing a Basement

IT is not difficult to waterproof a cellar or basement using the method shown in the accompanying sketch.



This method reduces the floor thickness to a minimum and yet gives perfect waterproofing by using an anchor at the correct depth beneath the floor level.

Thus, for example, if the depth D of the floor is 4 feet beneath the ground level, the anchor should be placed 10 feet beneath the ground level. Simply multiply the depth of the cellar beneath the ground level by 2½ and you have the depth of the anchor beneath the ground level.

As indicated, the proper place for the reinforcing rods is near the "top" of the concrete floor, *not* near the bottom. The reason for this is that water pressure from beneath the floor tends to make the floor convex on its tope side thereby placing the rods in tension. Also, as indicated, tie the anchor to the reinforcing rods.

If the area of the floor is considerable, use several anchors. The object of the anchor is to add the weight of the ground beneath the floor to the weight of the floor itself. Should you wish to do your own computing, figure 100 lbs. per cu. ft. as the weight of the ground and 62.5 lbs. per cu. ft. as the weight of water. You will find that by placing the anchor or anchors down the distance indicated in the sketch you will have correct "balance." # #

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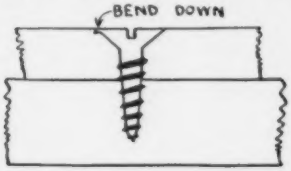
How To Hold Screw in Wood

IT is not uncommon for screws in wood to work loose gradually and come out, particularly if the joined pieces of wood are subject to constant strain and vibration.

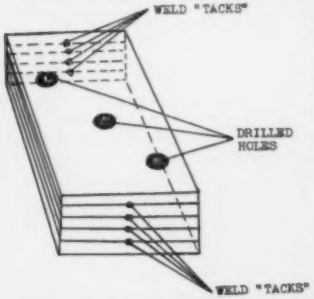


There are a number of remedies or preventives, but the best one in the experience of the writer is to take a cold chisel and bend down an edge of the head as indicated in the accompanying rough sketch. The bent-down position will then serve as a brake or lock on the screw making it difficult to remove even with a screwdriver. It can be removed only by breaking some of the retarding wood fibers.

Obviously, there is a point for making the bend at which the resistance to turning of the screw is greatest—where the bent portion must move against the grain of wood and not with the grain. # #

Welding "Tacks"

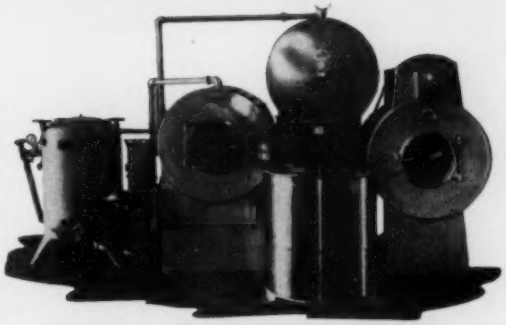
NOW that so many mechanics are equipped with welding outfits, here is an excellent kink for use when it is desired to hold pieces of metal together immovably. For example, should you want to drill identical sets of holes through two or more pieces of metal with the utmost accuracy, use this method.



As shown in the sketch, place the pieces to be drilled on top of each other and then "tack" them together as indicated, on opposite sides. There will then be no slipping or moving of the pieces with relation to one another as is too often the case where they are held together in the old-fashioned manner. Clamps don't always hold perfectly, and the work is harder to handle when encumbered with clamps. # #

Let **HAMMOND help solve your Manpower Problems!**

Manpower Shortages can be acute next year. Many plant owners are finding that Hammond equipment requires less manpower and still increases production. Investigate today.



The HAMMOND Atomic Dry Cleaning Unit

Cuts Overhead—

This unit is your answer for low overhead. The Hammond Atomic Dry Cleaning Unit saves in labor, power, solvent, footwork, spotting and re-runs. It is America's proven answer for more profit. Act today and order this machine. Equipped with fully automatic controls.

Increases Production—

The Hammond Dry Cleaning Unit is amazingly fast and efficient. It was designed to give you more production. Hundreds of plants already in action have proven this fact. You owe it to yourself to take this step forward. Act Now.

SPECIFICATIONS

	30 unit	60 unit
Floor space	60 sq. ft.	app. 90 sq. ft.
Ship. weight	app. 3500 lb.	app. 4500 lb.
Washer Motor	½ H. P.	1 H. P.
Pump Motor	½ H. P.	1 H. P.
Extractor Motor	1 H. P.	3 H. P.
Tumbler Motor	½ H. P.	½ H. P. each
Filter	1000 G P H	2000 G P H

For full particulars concerning this machine and other Hammond equipment write, wire or phone today. Hammond Building, Waco, Texas

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Make life easier and more profitable for yourself—send for your free copy of Berlou's "Profit-Builder" Plan TODAY!

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Marion, Ohio

Gentlemen: Of course I want to make more money. Send me Berlou's "Profit-Builder" Plan.

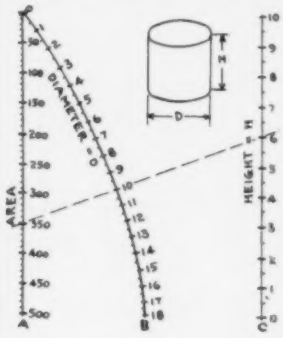
Name_____

Address_____

City_____ Zone_____ State_____

To Compute Area of Cylindrical Surface

THE chart shown here instantly gives the total number of square inches, square feet or other unit of measurement in any cylindrical object up to 18 units in diameter (column B) and any length (column C). The chart automatically adds the two flat ends and the cylindrical surface.



Let us say, for example, that you want to build cylindrical object 6 feet high and 10 feet in diameter. How many square feet of material will be required for that much surface?

The dotted line drawn across the chart shows how easily it is done. The line passes through the 6 in column C and through the 10 in curved column B. The intersection with column A shows that the area is 350 square feet. The answer, therefore, is "350 square feet of material will be required."

Any unit of measurement may be used. Thus, if the diameter and length are in inches the area will be in square inches. If the diameter and length are in centimeters the area will be in square centimeters.

If the length or height of the object is greater than given in column C, simply add the necessary length to column C and then proceed as above. Thus, if the height is 20 feet and the diameter is 5 feet, double the length of column C. Now, running a line through the 20 in column C and the 5 in column B, it will be found that the total area is 350 square feet.

Here is an interesting point: When the height is "zero" there will be no curved surface, but we will have the two flat sides. Thus, for example, run a straight line through the 0 in column C and the 15 in column B and you will find that the sum of two flat discs 15 feet in diameter is very close to 350 square feet. Check the figures "longhand" and it will be found that the exact answer is 353.43. In other words, the chart is surprisingly accurate, being only about one percent "off." # #

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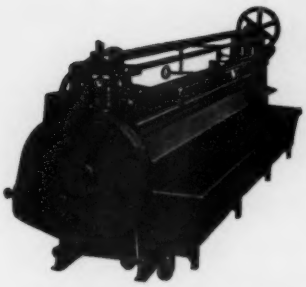

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Warning on Misuse of Solvent: Any Detroit drycleaners found guilty of using inflammable solvents in plants designed for synthetic solvents will be sent to jail, according to a warning by a court of that city. The court's warning was occasioned by an explosion at a drycleaning plant which resulted in fire damage to three stores and three apartments. The drycleaner was fined $250 with the alternative of six months in jail.

The fire marshal pointed out that when synthetic solvents were in short supply during World War II, many explosions resulted from the use of flammable solvents in equipment for which they were not designed.

# #

PEOPLE AND PLACES

Mark Allen Cleaners, Altadena, Cal., has opened a new store at 2187 N. Lake Ave. The business, owned by Al Sweed, also has a branch at 1807 E. Washington St.

Mr. and Mrs. L. L. Clark, Jr., have purchased Day's Cleaners, Floydada, Tex.

B. C. Henderson has added some new equipment to his cleaning plant at Weleetka, Okla.

Rite-Way Cleaners has been opened by Mr. and Mrs. Val Wright at 526 Sixth St., Alamosa, Colo.

Joe H. Kellen, a former employee, has purchased Salina Rug Cleaners, 119 S. Fifth, Salina, Kans., from Clinton Mastellar.

Operation of Bell Cleaners, 1405 Haight St., San Francisco, Cal., has been taken over by Albert and Florence Schwendeman.

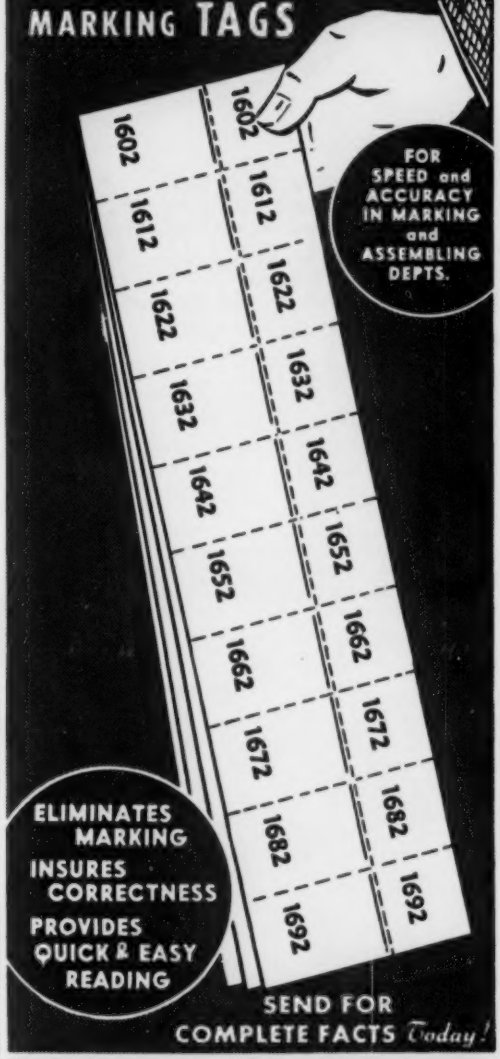
Dock Wright has reopened Wright & Carter Cleaners, Littlefield, Tex., after a recent fire. While the damage was being repaired help was extended by Drive-In Cleaners, Littlefield Steam Laundry and Fields Cleaners, all of Littlefield.

Chisum Cleaners, Fletcher, Okla., has been remodeled by Mr. and Mrs. Roy Chisum.

Lemen Cleaners, Lyons, Kans., has been sold by Mr. and Mrs. Richard Lemen to Wes Lee. The business has been renamed Elite Cleaners.

Coy Moses has entered into partnership with J. Don Wise, owner of Wiseway Cleaners, Los Feliz Hills, Los Angeles, Cal. Mr. Moses will manage the firm.

EXACTO Pre-Numbered MARKING TAGS



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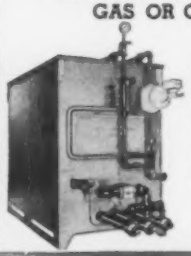
. . . gives you fully automatic steam production. No fireman needed . . . It operates almost entirely without human attention. And because it is automatically controlled it maintains even pressure, uniform water level and steam space at all times, which results in more efficient, more economical operation.
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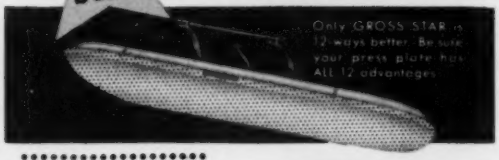
GROSS STAR Aluminum GRID PLATES
PRICED RIGHT Cost No More Give 12-Times More


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Highest Quality...
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Black Marking Ink
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PITTSBURGH TAG COMPANY
1112-20 GALVESTON AVENUE
PITTSBURGH 12, PA.

Mr. and Mrs. Rolin England have removed City Cleaners to a new plant on Gray St., Killeen, Tex.

Mountain View (Okla.) Cleaners has been sold by Mr. and Mrs. Ralph Gibson and Floyd Best to Jack Long.

Floyd W. Davis has purchased the interest of Leo Hinds in Nu-Way Cleaners, 422 Main St., Delta, Colo.

A drycleaning plant has been established at Le Roy, Kans., by C. A. Devins.

LaLone Cleaners has moved to new quarters at 82 W. Sierra Madre Blvd., Sierra Madre, Cal.

Norris Cleaners, 115 North Ave. E., Haskell, Tex., has been sold by Mr. and Mrs. S. A. Norris to Myron Biard. The first will be known as Biard's Cleaners.

Roy and Clarence Brooks have opened Brooks Cleaners at Anadarko, Okla.

Vernon Beckman, owner of Oakley (Kans.) Cleaners, has given up his lease on Grinnell (Kans.) Cleaners, which will be operated by E. J. Bechard.

Minich Cleaners, Alameda, Cal., has taken space in the new Hesperian Shopping Center, Hesperian Blvd., San Lorenzo.

Mr. and Mrs. John Fowler have moved their Groesbeck, Tex., cleaning plant to new quarters in the Brown Bldg.

William Bennett and his son, W. C. Bennett, have purchased Royal Cleaners, 113 N. Main St., Miami, Okla. The establishment will be known as Bennett Cleaners.

New finishing equipment has been installed by Harry Reheis at Oxford (Kans.) Cleaners.

Mr. and Mrs. Jeff Ramey have taken over operation of Beacon Cleaners, 114 W. Foothill, Glendora, Cal.

Fashion Cleaners has been opened by George M. Rogers on Northeast First Ave., Mineral Wells, Tex.

Lewis Cleaners, Hollis, Okla., has moved to new quarters across the street on E. Broadway.

Ida N. Gemeinhardt has announced intention to sell Spot Dry Cleaners and Dyers, 1102 S. La Cienega Blvd., Los Angeles, Cal., to Joseph Golieb.

Proprietor Sheffield has announced the change of name of Tomme Cleaners, Livingston, Tex., to Sheffield Cleaners.

Wardrobe Cleaners has been opened by Max Hilton at 19 E. Lee, Sapulpa, Okla.

Valentine Cleaners, 5023 E. 14th St., Oakland, Cal., has been taken over by Carrie and Fred Fujii.

John L. Spurgers, Sr., has purchased Master Cleaners, 214 N. Colorado St., Midland, Tex., from L. B. Spivey. Mr. Spurgers, former manager of the firm, has announced plans to remodel and reequip the plant.

Mr. and Wayne Pearson have leased Johnson (Kans.) Cleaners from A. K. Smith.

Armand Francis and Edward Mardigian, owners of Downey Carpet Company, 8136 E. Firestone Blvd., Downey, Cal., have purchased Downey Rug Cleaning Company.

Mr. and Mrs. Wade have moved Wade Cleaners to larger quarters in Seagoville, Tex.

Radio Dry Cleaners, S. San Gorgonio Ave., Banning, Cal., has been reopened by Ed Dunn, the owner, under the manage-

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ment of his brother and sister-in-law, Mr. and Mrs. Bert Dunn.

Brookside (Tex.) Cleaners has been sold by Louis McCauley to Conrad Neeley.

Joseph Fischler has announced intention to sell Quick Service Cleaners, 2950 Los Feliz Blvd., Los Angeles, Cal., to John D. Wise and Walter B. Lew.

C. C. Smith, owner of Smith Cleaners, Killeen, Tex., has acquired property on Avenue B on which he plans to build a new plant.

Curran's Drapery & Curtain Cleaning Company has moved to a new location at McKinney and Bowser, Dallas, Tex., it was announced by the president, Charles J. Curran.

"I SAVED OVER $750 LAST YEAR WITH MY CONTIN-U-RAIL SYSTEM!"

*says IRVING SAKS, Owner, DUTCH CLEANERS Brooklyn, N. Y.

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104 Livingston St., Newark 3, N. J.

NORTH EAST

The Vermont Cleansing Co., Burlington, Vt., has taken over Huntley's Laundry, Inc., and will operate it in conjunction with the cleaning plant. Kenneth H. Gurney is president and W. Walter McCaffery vice president of the firm, which plans to build a new plant on the Vermont plant site at 274 N. Winooski Ave.

Valet Cleaners has leased a store at 348 S. Broad St., Trenton, N. J., which will be open for business by publication time.

Emory C. Sawyer has been given a permit to operate a drycleaning plant at 34 Chestnut St., Oneonta, N. Y.

Alex Kondrat, partner with his brother, Charles E., in Kondrat Cleaners, Greenfield, Mass., has been recalled to duty with the Navy.

Hadford Catley and Allen Hannah, proprietors of Grove Cleaners and Dyers, 40 Pilgrim Pathway, Ocean Grove, N. J., have installed a new drycleaning machine.

Raleigh Cleaners has been established by Mr. and Mrs. J. Paul Samuels at 200 N. Raleigh Street, Martinsburg, West Virginia.

Wright's Dry Cleaners, Webster, N. Y., has been sold by Carl Hauks to Mr. and Mrs. Harold Newman.

Shea Cleaners, which operates plants in Cambridge and Springfield, Mass., and stores throughout the state, is building a drive-in at Harvard St. and Lawton Rd., Brookline.

Mr. and Mrs. Mihran Eskandarian, owners of Telford (Pa.) Cleaners & Dyers have turned over management to their son, John, an NICD graduate.

Swiss Cleansing Company, 675 Elmwood Ave., Cranston, R. I., has opened a branch in Garden City, Cranston.

Grimard's Dry Cleaners, Trow Hill, Vt., has opened a branch at 129 N. Main St., Barre. The business is owned by Joseph Grimard and his daughter, Mrs. Lillian Yergeau.

City Cleaners, Inc., 7 Congress St., Bradford, Pa., has remodeled its plant and installed a shirt laundry.

Band's Cleaners has been opened at 422 Jennings St., Endicott, N. Y., by August Damiano.

first for quality and economy

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DANDUX

CANVAS
BASKETS
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TRUCKS

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PRESS CLAMP

Secures garment to buck by simple "Twist of the Wrist." Clamp lies flat on garment while locking in position. No wrinkling—no binding—no screws or bolts to snag or tear press cover or sponge pad. Leaves both hands free to stretch garment.

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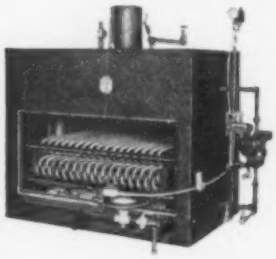
PARKER INDUSTRIAL BOILERS

The greatest advance in Boiler Design in the last decade.



Over 30 years of research and engineering offers all advanced design features in the 51 Model.

Low Initial Cost—Inexpensive to install — Low operating cost. Completely Safe —Simple to operate —Dependable. Easily Cleaned — Complete accessibility — Long life.

Manufactured in gas and oil sizes, 4½ to 60 H.P., A.S.M.E. Telephone, telegraph or write for colorful folders, stating size and type needed.

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ADams 3-4211

John H. Harwood, Jr., president of Lewandos, Watertown, Mass., has announced the opening of a plant at 700 Washington St., Washington Square, Brookline, Mass. The former plant of Finest Cleaners has been remodeled and reequipped.

New drycleaning machinery has been installed at Rudy's Dry Cleaners, 21 Summer St., Natick, Mass.

Damage estimated at $30,000 was caused by a fire, possibly started in the boiler room, at the plant of United Dry Cleaners, Saranac Lake, N. Y. According to Ben Dupuis, co-owner with Bruce McNamara, damage to equipment and garments was covered by insurance.

Fernwood Cleaners has announced plans for a $16,000 addition to its plant at Baltimore Ave. and Fourth St., Upper Darby, Pa.

Ridgway (Pa.) Dry Cleaners, W. Main St., has installed drycleaning equipment.

Paris Cleaners, 631-637 Main St., Brockway, Pa., has been dissolved as a corporation. Jack Stern, formerly a major stockholder, is now sole manager of the chain and will run the organization as a private business.

Arlington (Mass.) Dye Works, Inc., recently held the official opening of its new plant store. The business is owned by A. Berberian.

SOUTH EAST

W. B. Barker has entered into partnership with Thomas Carroll, who recently moved Scientific Cleaners from Samson, Ala., to DeFuniak Springs, Fla.

Imperial Cleaners and Launderers has been opened by George Damron at Grayson, Ky.

Scientific Cleaners, De Queen, Ark., has been sold by Cleo Bates to Joe Chaney.

Creech Cleaners, Ft. Bragg, N. C., has been incorporated by C. A. Eakes, J. R. Howard and R. G. Creech.

Murphy Cleaners has been opened by Mr. and Mrs. Ralph Murphy at College Park, Ga.

The new plant of Sam Hamlet Cleaners was opened recently at 2600 N. Main St., Anderson, S. C. New equipment has been installed.

Garrard Cleaners, Lancaster, Ky., has been sold by the Sayer brothers to Clay Huffman, Coy Arnold and Rodger Davis.

R. R. Jones has been granted a permit for alterations to a drycleaning plant at 704 N. Fourth St., Wilmington, N. C.

Chavis One-Day Dry Cleaners has been opened at 17th and Hazel, Pine Bluff, Ark., by cousins Gordon and Van Dyke Chavis.

Brinson's Dry Cleaners, 20-20 Princess St., Wilmington, N. C., has been given a permit to install underground storage tanks.

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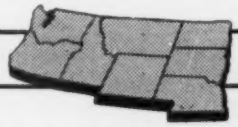


NORTH WEST

Mr. and Mrs. L. B. Shaw have purchased Mack Cleaners, 6343 S.E. Milwaukee Ave., Portland, Ore., from Mack Murphy, and renamed it Shaw's Cleaners.

Owner Charles Smith has changed the name of Nordstrom Cleaners and Launderers, Central City, Nebr., to Peerless Cleaners and Launderers.

Glenn Taylor, owner of Taylor's Cleaners, 611-13 Sycamore, Lewiston, Idaho, is constructing a plant addition.

Kleen Rite Cleaners, 8238 S.E. 13th, Portland, Ore., has been leased by owner Oscar Burns to Jim and Margaret Boulch. Mrs. Boulch will be in charge of the business. Mr. Boulch and his brother operate Davis Cleaners and Moreland Cleaners. Mr. Burns will continue to operate his White House Cleaners.

Atkinson (Nebr.) Cleaners, formerly Ellenwood Cleaners, has been sold by Mrs. Millard Ellenwood to Earl Strate.

Mr. and Mrs. K. W. Pellett have opened A-1 Cleaners in the building formerly operated as Mac's Cleaners on South Pacific Highway, Grants Pass, Ore.

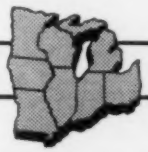
Uerling Cleaners, E. Fourth St., Ogallala, Nebr., has been sold by Lemoyne Uerling to B. E. Ehlers.

Valley Cleaners, Sheridan, Ore., has been sold by Mrs. Alice Calkins to Mr. and Mrs. Earl Neal and Mr. and Mrs. Lloyd Nisly.

Vallee Cleaners has been opened on Front St., Saco, Mont., by Laurence Green, former owner of T & L Cleaners, and Sid Moir.

Leo and Bessie P. Edwards recently have filed an assumed business name certificate for Hi-Tone Cleaners, Salem, Ore.

Mrs. Grace Brown, owner of Model Cleaners, Tillamook, Ore., has completed a remodeling program.



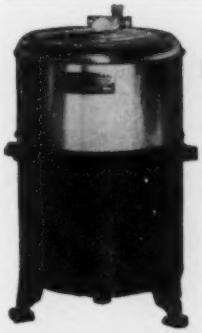
NORTH CENTRAL

Mr. and Mrs. Claude Bothroyd have purchased Clarke's Cleaners, 107 N. Franklin St., Janesville, Wis., and are operating under the name of Bothroyd Cleaners.

President John C. Ridley of Ridley Cleaners, Detroit, Mich., has announced the opening of a branch store, the thirteenth in the metropolitan area, at Mack and Baldwin.

New boiler equipment has been installed by Crockett Cleaners, Kahoka, Mo.

Indian Hill Cleaners and Furriers has moved into a new building at 515 Park Dr., Kenilworth, Ill.



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No. 51-2 Feeder-Cut-off Combination for boilers with more than 5000 sq. ft. capacity; maximum steam pressure, 38 lbs. Other types for all services.

No. 157 new type of low water cut-off, pump control and low water alarm for boiler pressures up to 150 lbs. Note convenient integral water column. Types for all conditions.

Scram is the word when the water glass goes dry, but a still better idea is to protect the boiler from low water with

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Now with

★ FLEXIBLE SPRING STEEL BODY —Fits All Presses.

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Stretch with hand open—use both hands.

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Rid Your Boiler of Scale, Corrosion and Foaming the Easy Low Cost Way—With

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The Scientific Scale Remover With Colloidizing Action

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DOCTOR BOILER, INC., DALLAS, TEXAS

ARE YOUR RACKS EQUIPPED WITH THESE TIME-SAVING MONEY-SAVING CASTERS?

These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them.

Why?—They roll easier . . . turn better . . . and last longer!

That's why more and more Drycleaners buy Gi-Gr-Nite Casters every year.

Act now. See for yourself what Gi-Gr-Nite Casters will do for your Cleaning Plant!

CLINTON PRODUCTS CO.

CLINTON 14, MICHIGAN

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GI-GR-NITE

(Geiger-Knight)

CASTERS

Dale (Ind.) Cleaners has installed a new boiler.

The Seventeenth Swan Super Cleaners store in Columbus, Ohio, has been opened at 524 Thurman Ave., proprietor Andre Gelpi has announced.

The merger of two of the largest and oldest laundry-drycleaning plants in St. Paul, Minn., has been announced. The Model Launderers and Dry Cleaners, established as Model Steam Laundry in 1871, and Capitol Laundering and Dry Cleaning Co., founded in 1902, will be known as Model Launderers and Cleaners and will operate in the Model plant. Henri Foussard, president of Model since 1948, will be president of the new organization; Roger Foussard, executive vice president of Model, will continue in that capacity, and Lee Pates, owner of Capitol, will be vice president.

Magic Cleaner Co., a rug cleaning business, has been established at 18 N. Third Ave., Sturgeon Bay, Wis., by Allen Weber and Jule Helmholtz.

Villa Cleaners, 53-55 South Villa Ave., Villa Park, Ill., is now owned by R. Simek.

Quick Cleaners has been opened at 20 W. Eighth St., Anderson, Ind., by Harry Helmic and Marvin Jones.

The former Super Cleaners, 722 Slack St., Steubenville, Ohio, has been reopened as Corner Cleaners.

Joe Till operator of City Laundry and Cleaners, Iron Rivers, Mich., has purchased Bauer's Cleaners, S. Third St., Crystal Falls, from Mr. and Mrs. Byron Bauer. Cleaning for the business, which will be known as City Laundry & Cleaners, will be done at the Iron River plant.

Custom Cleaners has been opened by W. L. Mollenberg at 65th St. and Blue Ridge Ave., Raytown, Mo.

Shore Line Cleaners, 1215 Washington Ave., Wilmette, Ill., has opened its sixth branch office, at 1118 Central Ave., it was announced by the manager, Joseph B. Woodman.

Ralph Ritchie, proprietor of Ritchie Cleaning Company, Rockport, Ind., has completed construction of a building to house a rug cleaning department.

Nixon Dry Cleaners, Jefferson and Nixon Aves., Corryville, Ohio, has been purchased by George Markland.

Nevada (Mo.) Cleaners has installed a new boiler.

Service Cleaners has been been opened at Tinley Park, Ill.

Russell Myers, owner of White Cleaners, 309 N. Jackson St., Greencastle, Ind., has announced the opening of a branch office in the Alamo Bldg.

A new drycleaning establishment has been opened by Demeter Miskin at 110 W. Market St., Orrville, Ohio.

Mr. and Mrs. Herbert Orr have installed a new boiler at their cleaning establishment in Alton, Mo.

The board of directors of Fenton United Cleaning and Dyeing Co., Inc., 2243 Gilbert Ave., Cincinnati, Ohio, has chosen Robert S. Wuerdeman to succeed his late father, Emil K. Wuerdeman, as president.

The removal of Central Cleaners to its new building at 1311 Vandalia St., Collinsville, Ill., has been announced by Sammy Mannisi, the proprietor.

PANTS POCKETING Spooled

TRY IT! REPAIR DEPARTMENTS THAT USE IT CLAIM NOTHING COMPARES WITH IT!

★ ELIMINATES WASTE
★ SAVES CUTTING TIME
★ CUT & FOLDED TO RIGHT WIDTH

3 kinds . . . Ivory white, Pearl gray, Canvas twill
$3.95 per 10 yard spool.

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EASY TO FASTEN
EASY TO REACH

with the Arrow P-22 Hand Stapler

BETTER for fastening . . .
- Tags on garments
- Cardboard on hangers
- Tickets on bags
- And many other hard-to-get-at tasks

For faster, easier and more efficient handling of fastening tasks in the cleaning plant . . . use the handy Arrow P-22 Hand Stapler.

Price $6.00
(slightly higher in the West and Canada)

- Sturdy all steel construction with chrome finish
- Hold 150 staples
- Loads both 1/4" and 5/16" staple sizes

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ARROW FASTENER CO., INC.
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Harry F. Harbaugh, owner of the Harry F. Harbaugh drycleaning company in Dover, Ohio, has announced the appointment of his son-in-law, Richard Reifert, as manager. Dick is an NICD graduate.

Mr. and Mrs. W. J. Sease have sold their interest in Spic & Span Cleaners, Boonville, Mo., to H. B. Fuser.

Leonard and Howard Boldebuck, owners of L. & H. Cleaners in Bensenville, Ill., have purchased a building at 136 W. Park Ave., Villa Park, to which they plan to move their branch in that town.

Pearson's Dry Cleaners, owned by Richard Pearson, has moved to its new plant at 2245 W. Prospect Rd., Ashtabula, Ohio.

DOMINION of CANADA

A drycleaning plant has been established by D. G. Laduke on Second Ave. E., Unity, Sask.

James H. Parker, an NICD graduate, has opened a drycleaning plant on Water St. W., Burlington, Ont.

Damage estimated at $50,000 was caused by a recent fire of unknown origin which gutted the plant of Star Dyers and Cleaners Regd., 3028 La Salle Blvd., Verdun, Que.

A drycleaning plant has been opened by Tony Varze, in partnership with his brother, in the Imperial Bldg., Lac La Biche, Alta.

Reid's Cleaning and Dyeing was established on Yonge St. S., Richmond Hill, Ont.

OBITUARIES

Alfonso Adams, 55, died of burns received in a fire in the cleaning plant he operated in Detroit, Michigan.

J. Horace Balm, 55, operator of the James Balm Company of Philadelphia, Pennsylvania, died December 6. Active for many years in rug cleaning association activities, Mr. Balm was a director of the National Institute of Rug Cleaning. Before entering the rug cleaning field in 1927, he was connected with the Board of Foreign Missions. He is survived by his wife, his mother, a sister and a brother.

William Thomas Cowan, 55, operator of Akron Cleaners, Seattle, Washington, died January 2. He was president of a drycleaners' group in Seattle, a member of the Masons, Eagles and other fraternal organiza-

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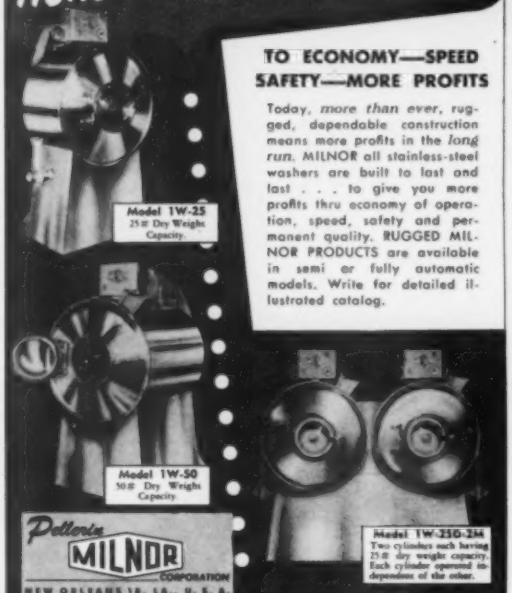

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tions. He is survived by his wife, a daughter, two sons, a brother and two sisters.

W. B. Fishburn, 87, a pioneer drycleaner who founded the Fishburn Dyeing and Dry Cleaning Company in Dallas, Texas, in 1913, died January 19 in Fort Worth. Mr. Fishburn sold the company which still bears his name in 1916, and for a time operated drycleaning businesses in Fort Worth and Los Angeles.

Walter Geist, 57, president of Allis-Chalmers Manufacturing Company, Milwaukee, Wisconsin, died suddenly January 29. Mr. Geist started with Allis-Chalmers in 1909 as a messenger boy, and progressed through engineering, sales and executive posts to become president in 1942. He was also a director of a large number of corporations, a director of the United Community and War Fund of Milwaukee County, a former member of the Milwaukee Community Welfare Council, a former director of the Milwaukee branch of the American Cancer Society and a committee member of the Milwaukee chapters of the National Foundation for Infantile Paralysis and the American Red Cross. He held honorary degrees from Marquette University, Lawrence College and Michigan College of Mining and Technology. Mr. Geist is survived by his wife, a son and a daughter.

Herbert Heil, 62, operator of a drycleaning plant at Cleveland, Wisconsin, until his retirement a year ago, died after a lengthy illness. He is survived by his widow and a sister.

Leon LaSalle, 47, owner of LaSalle Cleaners, Coral Gables, Florida, died recently after an operation. He was a member of the Lions and Elks. Surviving are his wife, two sons, and his parents.

Joseph Maser, 42, operator of a drycleaning business at Hanover, Ontario, Canada, died recently after a period of ill health. A native of Romania, Mr. Maser came to Canada in 1935. He was a member of the Masonic Lodge. He is survived by his widow, three sons and his parents.

Gerald Harry Megaro, 56, proprietor of Prospect Cleaners and Dyers, Hartford, Connecticut, died January 21 after a short illness. A native of Italy, he was a veteran of World War I and belonged to Disabled American Veterans, Knights of Columbus and Holy Name Society. He is survived by his wife, two daughters, a son, a sister and a brother.

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E. F. Meyer, 81, president of the Meyer Cleaners and Launderers of Brainerd, Minnesota, and the St. Cloud Laundry, Inc., of St. Cloud, Minnesota, died January 10 at his home in St. Cloud. Mr. Meyer established the St. Cloud business in 1899 in association with his brothers, Oscar, Theodore and August, and acquired the Brainerd business in 1920. He was active in civic affairs in St. Cloud. Mr. Meyer is survived by his wife; by two sons, Kenneth and Norbert, vice president and secretary-treasurer of the business, by three brothers and a sister.

Isidore Miller, 60, proprietor of Spic & Span Cleansers, Providence and Attleboro, Rhode Island, and White House Cleaners, Cranston, died January 14 after a brief illness. He was a member of Rotary, Knights of Pythias and the Masons, and was active in a number of philanthropic organizations. He is survived by his widow, a daughter, a son and two brothers.

Sylvan Senker, owner of Peerless Carpet Cleaning Works, Baltimore, Maryland, died recently. He was instrumental in forming an association among the rug cleaners of Baltimore and was a director for two years of the National Institute of Rug Cleaning. He is survived by his widow and two sons.

Peter H. Tootikian, 74, president of the East End Carpet Cleaning Co., Los Angeles, California, until his retirement, died January 11. He is survived by his wife, four sons and a daughter.

Isadore Weiner, 63, proprietor of Sterling Cleaners, Inc., Milwaukee, Wisconsin, died January 22 of a heart attack. He is survived by his wife, two sons, a stepson, three daughters, a stepdaughter, a brother and two sisters.

Henry Grady Wesley, 59, owner of Wesley Cleaners, Houston, Texas, until his retirement several years ago, died January 23. He is survived by his widow, a son, four brothers and two sisters.

Yellott F. Hardcastle, 67, a director of the Pennsylvania Salt Manufacturing Company, died suddenly February 4. A graduate in 1905 of Lehigh University, he joined the company's engineering department in 1909. In 1928 he became vice president in charge of manufacturing, a position he held until his retirement in 1949. He is survived by a son, a daughter and two sisters.

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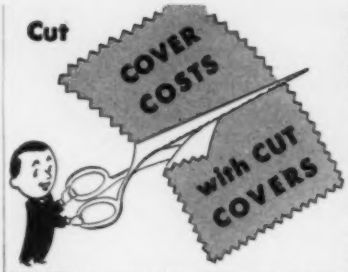

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April 25, 26 and 27—Laundry & Cleaners Allied Trades Association and Laundry & Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

May 10, 11 and 12—New Jersey Laundry and Cleaning Institute, Pennsylvania Laundryowners Association, Joint Convention, Traymore Hotel, Atlantic City, New Jersey.

May 11 and 12—Oregon State Dry Cleaners Association, Annual Convention, Salem.

May 13, 14 and 15—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, General Oglethorpe Hotel, Savannah, Georgia.

May 17, 18 and 19—Missouri, Kansas, Iowa and Nebraska Laundry and Cleaning Associations, Four-State Convention, Lassen Hotel, Wichita, Kansas.

May 18 and 19—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta, Northern Wyoming, Annual Convention, Billings, Montana.

May 24, 25 and 26—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Longview, Washington.

May 25 and 26—Idaho Laundry and Dry Cleaners Association, Annual Convention, Boise.

May 25 and 26—Minnesota Institute of Laundering and Cleaning, Wisconsin Institute of Laundering, Joint Convention, St. Paul Hotel, St. Paul, Minnesota.

May 26, 27, 28, 29, 30 and 31—Maryland-District of Columbia-Virginia Laundryowners Association, Virginia Association of Launderers and Cleaners, North Carolina Association of Launderers and Cleaners, Convention Cruise to Bermuda, S. S. Queen of Bermuda.

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Drycleaning plant for sale. Owner recalled to service. Volume $25,000. Price: $20,000. Liberal terms. Situated in rapidly growing Arizona town—large permanent air base 8 miles distant. Vallet Cleaners, Chandler, Arizona. 4007-2

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For Sale: In south Florida. Complete Drycleaning plant with two (2) trucks. In business since 1909. All equipment four (4) years old. Only one other plant in town. Population 8,000 to 15,000. Grossing $4,000 per month. Price $15,000. Reliable Cleaners, 515 Canal St., New Smyrna Beach, Florida. 4027-2

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PERSONAL NOTICES

URGENT: Anyone having knowledge of the whereabouts of Sam Murdock Leonard, Tailor by trade. Age about 60, last known residence Wichita, Kansas. Please notify Mrs. Bernice Leonard, Model Cleaners, 1517 Fillmore St., Amarillo, Texas. 4004-35

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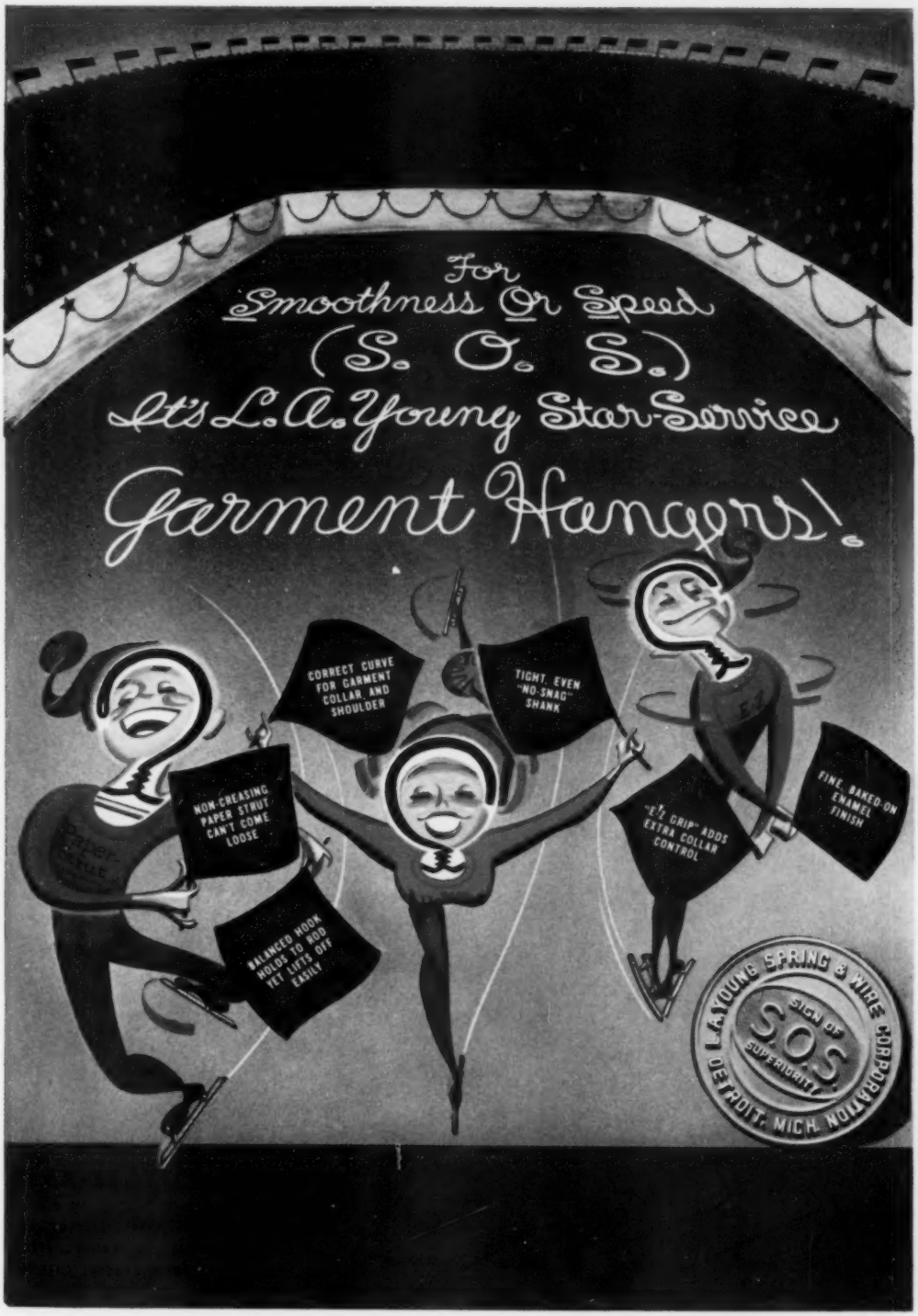
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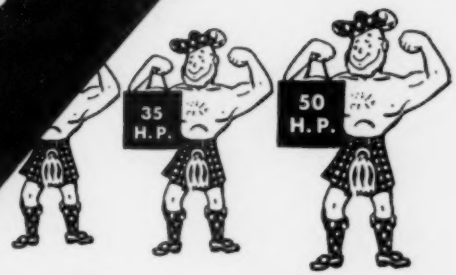

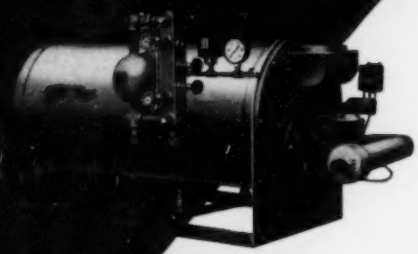

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